Expect great things of Sweden

CLEANTECH
Google hailed for Swedish wind power

LIFE SCIENCE
The neutron beam that dazzles the world

ICT
How Sweden forges the future

DATA CENTERS
Chilling with Facebook in Luleå

A hotbed for innovation and entrepreneurship:
SWEDEN IS OPEN FOR BUSINESS

Sweden is one of the most competitive, productive and globalised nations in the world. It’s a country of open skies and open minds, producing world-leading businesses across a large number of industries and sectors.

Let Business Sweden help you. With 55 international offices and a regional network of offices in Sweden, Business Sweden is a government agency offering qualified consultancy to facilitate the establishment and growth of international business in Sweden.

Whether you are looking to access the Swedish market or tap into world class R&D in leading industries, we connect international companies with investment opportunities in Sweden and help you open up for business.

- Market and industry insights
- Business opportunity identification
- Partner search and matchmaking support
- Establishment support
- Network access
- Location management

Read more at www.business-sweden.com
Swedish industry experienced impressive growth in 2015. Optimism prevails among small and medium-sized business owners and has been among our large global corporations. The Swedish business climate is the most favourable for foreign direct investments for the past decade. At the same time, Swedish exports have expanded faster than the growth in world trade.

Innovation is a notion that has been embedded in Swedish business culture for centuries. Companies such as Ericsson, Volvo, Astra Zeneca and Sandvik emerged from this unique and broad culture. Spotify, Klarna and iZettle – known as born globals – are businesses that were built on innovations that have been developed more recently. These companies are now gaining market share across the world.

Sweden has a deeply-rooted openness towards free trade, and we have world-class infrastructure, a highly-skilled workforce and labour costs which remain competitive. This has laid the foundation for an advanced economy that is a natural part of global value chains. In a current international review, Sweden ranks as the second most business-friendly country, the third best country in which to locate a corporation’s headquarters, second in terms of quality of life and first in the green living category. Overall, Sweden tops Europe in competitiveness, leading in innovation, business environment and talent.

Aggregated efforts to modernise and improve Sweden’s economy, infrastructure and industrial basis are the pillars of our vision to achieve the EU’s lowest unemployment rate by 2020. We will continue working to increase the Sweden’s competitiveness, advancing our economy and creating new jobs, as a thriving domestic economy is an important advantage when attracting global companies to expand into Sweden.

Sweden believes in the idea of making business easy.

In short – we welcome you to take part in Advantage Sweden.

About Business Sweden

Business Sweden’s purpose is to help every Swedish company to reach their full international potential and companies abroad to reach their full potential through investments in Sweden. We help our customers through strategic advice and hands-on support. Business Sweden is owned by the Swedish Government and local industry. The shared ownership provides access to contacts and networks at all levels. Business Sweden was founded 1 January, 2013, by a merger of the Swedish Trade Council (Exportrådet) and Invest Sweden.

Publisher: Business Sweden
Production: Rippler, The Local, Raring design
Creative Director: Jonas Sahlström, Business Sweden
Print: Vitt Grafiska

Mikael Damberg
Minister for Enterprise and Innovation
BUSINESS ENVIRONMENT

About Sweden
What does it mean to be ‘Made in Sweden’? Sweden has long been an innovative country with an export-based economy, supplying the world with modern necessities such as the three-point seat belt, dynamite, food packaging, and the adjustable spanner.

But where Swedishness was once subtle, now it’s shouted from the rooftops. In recent years there has been a branding boom, as music artists, tech companies, manufacturers, and designers leap to proclaim their roots.

‘Made by Sweden’, as Volvo’s campaign proudly states, meshes Swedish design and music with modern Swedish celebrities in a powerful series of advertisements.

And who can blame them? It’s official: Sweden is in.

A 2015 survey by online newspaper The Local (www.thelocal.se), Sweden’s largest English-language news source, found that more than two-thirds of readers based in the US and UK feel they can trust Swedish companies.

More than eight out of ten respondents agreed that Swedish products are well designed, while nearly half indicated that, given the choice, they would prefer to buy Swedish.

The results are no surprise to Olle Wästberg, a journalist, politician, and diplomat who previously ran the Swedish Institute.

“Sweden has a strong reputation,” he says. “It’s very good for Sweden that companies market their Swedishness.”

Wästberg’s experience is broad and varied. In addition to running the agency charged with promoting Sweden abroad, he has served as a Member of Parliament; a State Secretary at the Swedish Ministry of Finance; the Consul-General of Sweden in New York City; and the Editor-in-Chief of Expressen, one of Sweden’s largest newspapers.

In other words, he has spent decades working with “Brand Sweden,” and he knows that it works.

“Companies have something to win from it,” he says. “Ikea is out there in the world waving its Swedish colours and selling meatballs, because both that and its Swedish furniture design adds something of value.”

Olle Wästberg recalls when he once asked Leif Johansson, CEO of Volvo Group from 1997-2011, what the image of Sweden meant for the company.

“He said that Volvo’s brand reputation is totally determined by Sweden’s image, for two reasons,” Wästberg recalls. “For one, we need to be able to attract the best engineers to want to work at Volvo. And second, quite simply, Volvo is connected to Sweden, so the perception...”
BUSINESS ENVIRONMENT

About Sweden

“Sweden is a country with high standards, low levels of corruption, little bureaucracy, and plenty of equality.”

Olof Wästberg

of Sweden has a commercial brand impact as well.”

Mary Kay Kopf, Chief Marketing Officer at Swedish white goods maker Electrolux, agrees.

“The Electrolux values of Scandinavian design, commitment to sustainability and consumer insight-led innovation are key building blocks for our brand and our business,” she says. “And as an American living in Sweden and working with Electrolux, what I appreciate most is the open, collaborative culture.”

Remembering his time as head of the Swedish Institute from 2005-2010, Wästberg says that the focus was less on commerce and business and more about building a fundamental image of the country.

“We focused on culture, design, and things like that,” he says. “We highlighted Sweden’s modernity, and how it’s on the cutting edge, the frontier of technological advancement.”

Indeed, during Wästberg’s time in New York (1999-2004), Sweden was one of the most connected countries in the world, and to this day, the country boasts a hyper-connected population.

“I think that it is still one of our strengths,” he says.

Of course, there is a whole host of characteristics that make Sweden the strong brand it is today – factors which make it easy to do business here as well.

“Sweden is a country with high standards, low levels off corruption, little bureaucracy, and plenty of equality,” he says.

Sweden also has a stable economy – a huge attraction for many investments.

“Even during the financial crisis, Sweden managed relatively well,” Wästberg explains. “Many industries look at a country’s stability more than any one company’s stability, and Sweden is a stable country as a whole.”

While Wästberg doesn’t believe in “national values,” he adds that there are traditions in the Swedish culture that strengthen the country’s reputation.

“For instance, there is a Swedish tradition and culture of being conflict free,” he explains. “Even now, we still have very few conflicts in the labour market.”

Salaries are competitive, work conditions are good, and production flows.

“In short, we have a well-functioning society.”

READ MORE: www.business-sweden.com

Voices of Sweden: Banashri Bose Harrison, Indian Ambassador

Banashri Bose Harrison, Indian Ambassador to Sweden, says the opportunities for foreign companies in Sweden are boundless.

“The number of Indian IT companies opening offices in Sweden is increasing, as well as Indian professionals who come to Sweden and make it their home,” she says.

Sweden’s traditionally “global foreign policy vision” helps attract foreign investors, and the country’s commitment to the environment is another benefit.

“Sweden is also basically an English-speaking country,” she says. “It’s a huge asset!”

Bose Harrison, Indian Ambassador

“Sweden is basically an English-speaking country, it’s a huge asset!”

Banashri Bose Harrison, Indian Ambassador

notes that the largest underground iron mine in Europe is in Kiruna, Sweden – and the mine’s largest buyer is an Indian company. IT is another popular investment area, with Sequoia India investing millions of dollars in Swedish startup TrueCaller.
“I expect great things of Sweden”

Simon Anholt is founder of The Good Country Index; the world’s first study of how much each country on earth contributes to the rest of humanity and to the planet.

“Sweden already has the best image any nation can have.”

The recipe for a positive image is simple – and part of it is not being so worried about it. “They should just carry on being Swedish and focus on the things that matter. You have to do real stuff that really makes a difference to people in other countries. And you have to occasionally be courageous and imaginative about what you do. And that’s it. Then people will know.”

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Third in climate. Fourth in prosperity and equality. Eighth in science and technology, as well as health and wellbeing. Sweden came out near the top of nearly every category in 2014’s “Good Country Index”.

The conclusion: Sweden isn’t just a great country. It’s a good country.

“Being good, in the way that I define the term, thinking about your external responsibilities as well as your domestic responsibilities, is becoming more important for all sorts of reasons,” says Simon Anholt, the independent policy advisor behind the index.

“As globalisation accelerates, global challenges become more significant and complex. So it’s more important for countries to start thinking about their international obligations.”

Anholt’s Good Country Index analyses data from the UN, the World Bank, and various other NGOs and international organisations to determine which countries contribute the most to humanity.

So what is Sweden doing so right? “It preserves a good balance between looking over its own people and remembering its own international responsibilities, and that is the key to a successful 21st century nation,” Anholt says.

Those who criticise Sweden are primarily the Swedes themselves, and throughout the world, Sweden has an image of a “good country”. And why not? “It’s the truth,” Anholt remarks. “Sweden is a country that is generally attractive, well-organised, prosperous, and fair. Compared to the majority of countries it is a very successful nation.”

But image and reputation should remain secondary concerns, not primary, if Sweden wants to remain attractive in the eyes of others. Focusing on shouting to the world about how great Sweden is will only make people turn their backs, Anholt warns, comparing a preoccupation with image to a stand-up comic who simply goes on stage and states he or she is funny.

“If you want people to laugh you have to be funny. In the same way, if you want to be admired, you have to be admirable,” he explains.

“It preserves a good balance between looking over its own people and remembering its own international responsibilities, and that is the key to a successful 21st century nation.”

Simon Anholt, Founder, The Good Country Index
Key facts

A HOTSPOT FOR INNOVATIVE BUSINESS

Sweden is home to the Nobel Prize, annually awarding some of the sharpest brains in the world within the fields of chemistry, physics and medicine. This is no coincidence. With a long tradition of innovation, Sweden has always rated science and technology highly.

Sweden is one of the top countries in the world in terms of R&D investments, in relation to GDP. R&D in the business sector ranks in the highest division, and the research performed by Swedish universities is cutting-edge. That has earned Sweden the position as the world’s third most innovative nation, according to the Global Innovation Index 2015 by WIPO.

Fostering entrepreneurship and strong business leaders in this environment of innovation and engineering, Sweden is home to global brands such as IKEA, Volvo, Scania, H&M, Ericsson, AstraZeneca, Electrolux, ABB and Atlas Copco. No wonder Forbes has listed Sweden among the top five best countries to do business in.

There is one more key to the success of companies doing business in Sweden: openness. Swedes have always been open to international trade, new influences and foreign people. With this comes a fine-tuned sensitivity and curiosity where new ideas, trends and technologies are welcomed. This is a country of “early adopters,” and Adidas, Coca-Cola and Samsung are just some of the international companies that use Sweden as a test market for new products and services.

With openness and an appetite for innovation comes a natural interest in the digitalisation that is rapidly changing much of the world as we know it. This has paved way for new exciting companies such as Spotify, Skype, Truecaller, Klarna and Mojang – companies with global impact that are revolutionising their industries and changing the way we behave.

As a foreign investor, it is comforting to know that Sweden is one of the easiest countries in the world to do business in. There is a low level of bureaucracy; setting up a business is quick and straightforward, and corporate taxes are low (42 percent). As part of the European Union, Sweden provides easy access to a market of 28 countries and 500 million consumers. But, in the end, a business is only as good as its people. If a Swede makes a promise – you can be sure we’ll keep it. If, we are asked to achieve a specific goal – you know we will go to great lengths to attain it. Swedes are constantly striving towards improvement.

With friendly people, free child-care, free education and an incredible nature accessible to all, Sweden offers one of the highest standards of living in the world. And we’re happy to share it. 

5 reasons for investing in Sweden

International companies are attracted to Sweden for numerous reasons. The country is a global leader in innovation with a highly skilled labour force, sophisticated consumers, smooth business procedures, openness to international ownership, and a stable economy.

1 MODERN AND BUSINESS FRIENDLY

A key feature of the Swedish economy is its openness and liberal approach to trade. Sweden has an international business environment that is modern, open and business friendly. Skilled professionals, polished business procedures, and receptivity to international partnerships make it an easy country to operate in.

2 SHARP BRAINS AND OPEN MINDS

Synergies generated by the close connection between Swedish universities, research institutes and the private sector leverage the R&D output. According to the Financial Times, Stockholm is the second most prolific tech hub globally with 63 billion-dollar companies per million people, compared to Silicon Valley with 6.9. Spotify, King, Truecaller, Klarna and Mojang are just some of the Swedish startups that have received international attention in the last decade. Add to those well-known brands such as IKEA, Volvo, H&M and Ericsson and it becomes clear why Forbes has listed Sweden among the top five best countries to do business in.

3 QUALITY AND EFFICIENCY AT HEART

Swedish labour costs remain competitive as Sweden has one of the world’s most well-educated workforces and at the same time the most productive and hard working. Empowerment of personnel and delegation of decision-making ensures a bottom-up, problem-solving approach that shows impressive results with regards to quality and productivity. The high usage of computers and IT-systems – Sweden ranks third on the Networked Readiness Index of the most networked economies in the world – has further improved productivity throughout the entire industry.

4 AT THE LEADING EDGE OF THE WORLD’S LARGEST MARKET

As part of the European Union, Sweden provides easy access to a market of 28 countries and 500 million consumers. The Nordic market only – Sweden, Denmark, Finland and Norway – makes up the 7th largest economy in the world, with a high level of purchasing power. The large amount of multinational corporations present in Sweden has not only created an important domestic market, it has also paved the way for a world-class infrastructure.

5 STABILITY AND SUSTAINABILITY BY DEFAULT

Sweden’s strong public finances, sound banking system, political stability and well-performing economy make it a robust place to run a business. Sweden boasts excellent infrastructure through extensive public investments. The Internet infrastructure is one of the world’s fastest and most extensive. Swedish companies are at the forefront in integrating a sustainable approach to business in their strategies and daily management.
“For as long as I can remember, Sweden has met every test of global citizenship. It has been a consistent champion of law, peace, development, the environment and human rights.”

Madeleine Albright, the first woman to represent the US in foreign affairs, veteran politician
Millions of hearts around the world beat with the help of a pacemaker. Candles are lit with the help of safety matches. And innumerable lives have been saved with the help of the three-point seatbelt. These are just a few examples of Swedish innovations that have made a difference.

Sweden was recently ranked the most innovative EU country according to European Scoreboard. The secret behind the innovation successes is the collaboration between research institutes and the private and public sectors. Platforms for new contacts, dialogue and co-production of innovative processes also play an important role, setting the foundation for global Swedish companies like Astra-Zeneca, Ericsson and Volvo.

Sweden invests heavily in research. Nearly four percent of Sweden’s GDP is spent on investments in research and development – one of the highest spending in the world and the highest among OECD. Sweden is also among the leaders of patent applications and international trademarks per capita. Top three fields in patent applications are digital communication, telecommunication and medical technology.

The long tradition and culture of innovation has produced many prominent scientists, business leaders and entrepreneurs – standing on the shoulders of giants like Alfred Nobel, Lars Magnus Ericsson and Gustaf Dalén – whom have paved way for innovations and companies that we have today.
Pacemaker
In 1958, Rune Elmqvist developed a battery-run artificial pacemaker, which was used for the very first pacemaker operation done by surgeon Åke Senning at Karolinska University Hospital in Stockholm.

Ultrasound
The ultrasound is so integral to healthcare today that remembering a time when it didn’t exist is difficult. Along with German researcher Carl Hellmuth Hertz, Swedish physician Inge Edler devised the modern day electrocardiograms – a Doppler ultrasound of the heart.

Online music with Spotify
The world’s largest music streaming service that lets users stream millions of tracks on demand to their computer or mobile device. Founded in 2006, the company is now multinational.

Global standard in travel
Global Positioning & Communication is a system that uses satellite navigation and radio communication to transmit the GPS position, speed and direction of aircraft and ships in relation to one another. It was invented by Håkan Lans, who also invented the graphic processor for colour computer graphics, and the predecessor to today’s computer mouse.

Gaming industry
Sweden is a gaming country. Not only do people in Sweden buy games for around €168 million per year, but Sweden is also ranked as one of the top computer game exporters and birthplace of games like Minecraft, Candy Crush, Battlefield and Star Wars Battlefront. It is also home to the world’s largest gaming festival, “DreamHack”.

Solar safe water system
A child dies every 15 seconds as a result of contaminated water. Solvatten is a household water-treatment unit that cleans organically contaminated water with the help of the sun.

Call for free with Skype
Skype is a software application that allows users to make free voice and video calls over the Internet. Skype was acquired by eBay in 2005, and sold to Microsoft in 2011.
Cleantech

Environmental awareness, early environmental regulation and an innovative and industrious society have made Sweden one of the global leaders in the cleantech sector.

It’s said that triangles are the strongest and most stable shape in nature. A triangle is simple but effective; and sturdy, with the three legs sharing equal weight. Put simply, three is a magic number. From the Three Musketeers to the Three Crowns on Sweden’s coat of arms, a triad of good things makes each of its parts better.

Sweden’s cleantech is no different. The sector has a three-pronged recipe that works: Universities, industries, and the government all work together to increase the potential for innovation and development.

This “Triple Helix” concept means that components from universities, industries, and the government combine and complement one another to create new applications of knowledge and boost production.

Sweden has more than 35 universities and colleges, each with their own unique benefits. Most of them are publicly owned and run, and many have a deep-rooted tradition of collaboration with local businesses and communities. In addition, research frequently feeds into entrepreneurship and leads to new business models.

Disruptive Materials, a company specialising in new advanced “super materials”, is a perfect example.

“It all started at Uppsala University,” says Mattias Karl, the company’s CEO.

Researchers at the university began investigating “new functional materials,” focusing on extremely porous materials and potential uses for them.

They soon discovered a new material which they dubbed Upsalite.

“This new material is extremely porous,” Karl explains. “It looks like a white powder, but it has tiny pores all over. One gram of Upsalite has 800 square metres of surface area.”

The team quickly realised that the new material had dozens of practical applications – and thus, Disruptive Materials was born.

“One cleantech application is of course that Upsalite is extremely efficient at adsorbing moisture from air,” says Karl. Upsalite can be used to make dehumidifiers more energy efficient, or simply improve indoor climate in humid locations.

“You can use it to suck moisture out of air when you let it flow into the building, and also to get the water out again using less energy than other competing materials,” Karl explains.

Upsalite can also be used as a solubility improver for drug molecules (aka Active Pharmaceutical Ingredients).

The company has already attracted investors in Switzerland and the UK, and it has customers in the US, Korea, and Germany.

To this day, the company maintains close relationships with the university where it began.

“We’re a very good example of the Triple Helix model,” Karl adds. “The research was done at the university, and all of the researchers were initially employed at the university.”

In Sweden, researchers and students own the rights to their discoveries regardless of where they are employed, and are still able to file and own patents.

“So that’s what happened here,” he explains. “We filed a patent and then we formed the company. And we still rent access to the lab in Uppsala.”

The company is also working closely with industrial players – the third strand of the helix.
“The streets are clean, healthcare and higher education are essentially free, and childcare is reasonably priced. Sweden’s quality of life is worth every krona.”

David Wiles, British journalist in Sweden
Cleantech

“You can use it to suck moisture out of air when you let it flow into the building, and also to get the water out again using less energy than other competing materials.”

Mattias Karls, CEO Disruptive Materials

“Indeed, the Swedish cleantech scene is brimming with synergies. Another cleantech application is SymbioCity, Sweden’s approach to sustainable urban development. The eight blocks consist of Architecture, Energy, Landscape Planning, Traffic and Transport, Waste Management, Urban Functions, Industry and Buildings, and Water Supply and Sanitation. By integrating different technologies and city functions, the approach helps export Sweden’s knowledge and experience in the area of sustainability.”

SymbioCity is a Swedish government initiative run by Business Sweden and SKL International, and the framework gathers Swedish methodology and experiences with an emphasis on local government practices. The programme is internationally focused, and aims to improve living conditions in developing and transitional countries. After all, Sweden thinks international from the very beginning.

“Most Swedish companies don’t care about geography that much,” Karls explains. “We think globally from day one.”

Google hailed for Swedish wind power investments

The tech giant’s long-term deal to buy Swedish wind power has led to more investments and increased capacity

Sweden’s renewable energy opportunities attract global corporations from all sectors. Solar power is increasingly popular; Facebook operates servers in northern Sweden run largely by hydropower; and Google has taken advantage of Sweden’s extraordinary wind power. The US tech giant first agreed to purchase electricity from the new Maevaara wind farm in northern Sweden in June 2013, with renewable energy developer OX2 to power a data center in Finland.

“As a carbon-neutral company, we’re always looking for ways to increase the amount of renewable energy we use,” Urs Hoelzle, Google’s Senior VP of Technical Infrastructure, said at the time. The agreement helped OX2 to secure financing for the wind farm from the investment arm of German insurance company Allianz, which took over ownership of the facility in 2015.

But the company didn’t stop there. In early 2014, Google signed a 10-year deal with Eolus Vind for the purchase of energy from 29 of its wind turbines in southern Sweden. And in December 2015, the company forged another Power Purchase Agreement with Eolus to buy energy produced in a new 76 MW wind park in Sundsvall planned to come online in 2018.

Google’s investments have helped to expand Sweden’s wind power capacity, and as a result was awarded the 2015 Swedish Renewable Energy Award from the trade association, Swedish Wind Energy.

“Google has shown its commitment to combating climate change by switching its computer halls to renewable energy,” the judges said.
Sweden and India join forces in booming bioenergy sector

Indian Oil Corporation is India’s largest commercial enterprise. Lund is the 11th largest city in Sweden. Believe it or not, it’s a match made in heaven.

Lund is home to one of northern Europe’s most prestigious universities, consistently ranking among the world’s top 100.

“The first contact between Lund University and the DBT-IOC Bioenergy centre was made as a result of Business Sweden’s contact with Indian Oil,” says Gunnar Lidén, Professor of Chemical Engineering at Lund University.

The DBT-IOC, a centre for advanced bioenergy research funded largely by the Indian Department of Biotechnology and the Indian Oil Corporation (IOC), is committed to bioenergy research on an advanced level, researching third-generation biofuels.

“At that time, DBT-IOC was looking for research partners in the field of lignocellulose to ethanol conversion,” he says. “We had a meeting focused on research interests, and it was clear that we had several common topics of interest.”

Lund University and the Centre for Bioenergy at Indian Oil Corporation Limited (IOCL) now share research expertise, developing and researching renewable forms of energy together.

“Both parties benefit from expanded knowledge based on complementary experimental capacities, feedstock availability and professional experience,” Lidén says.

“Lund University has lots of experience in the field of lignocellulose conversion and is a well-established research actor in the field. DBT-IOC has mobilised considerable experimental resources in a short time and is rapidly developing capacity for demo-scale operations.”

The collaboration expands the knowledge-base of both partners, and maintains the university’s position at the forefront of the field.

There are several steps for a company aiming to partner with a Swedish university, but the process is quite smooth.

“Obviously there must be a research topic of joint interest,” Lidén says.

Secondly, contacts between some of the key persons must be established, for example through contacts made or meetings arranged by Business Sweden.

“Mutual trust must be felt at this point. Thirdly, both organisations must be positive towards collaboration at the highest level and the legal aspects must be sorted out in a constructive manner.”

Finally, funding must be found to allow activities to begin.

“In our case, the Swedish Energy Agency financed the Swedish part of the collaboration, whereas DBT-IOC financed the Indian part,” Lidén notes that Swedish universities, and Swedish society as a whole, are ideal for this type of project.

“Swedish universities are very familiar with international collaborations,” he says. “We have good language skills, and our researchers are well-trained and well respected.”
Life Science

Sweden is Northern Europe’s largest and most dynamic life science region, with world-class companies, internationally-acclaimed science and a proud track record of investments in the innovations of tomorrow.

LIFE SCIENCE IN SWEDEN: A HISTORY OF INNOVATION

Sweden is not only one of the most innovative nations in the world - it’s also a nation devoted to high quality of life.

It’s a powerful combination. About 20 percent of Sweden’s net exports come from the Life Science industry – not surprising given that Sweden invests more in R&D than any other OECD country. It’s a deep-rooted, well-developed tradition of cutting-edge life science innovations, dating back to Alfred Nobel and Carl von Linné, but which has grown to much more than that.

Did you know that the pacemaker is a Swedish invention? The ventilator is as well, not to mention gel filtration chromatography and hemodialysis. And the Leksell Gamma Knife made it possible to treat brain tumors without having to actually enter the brain.

In recent years, researchers at Uppsala University have developed a new way of "seeing" pain. Professor Torsten Gordh’s team has come up with a method of pinpointing and highlighting areas of chronic pain in the body, which has previously been notoriously difficult to spot, and hence treat.

Meanwhile, researchers at Sahlgrenska Academy in Gothenburg and Karolinska Institutet in Stockholm have made great strides towards developing a vaccine against Alzheimer’s. Eight out of ten volunteers in recent studies developed antibodies against beta amyloid, a substance that kills brain cells and causes the disease.

BioArctic’s technology is now applied to other central nervous system disorders, and novel antibodies are being developed.

Swedish innovation is also behind Höväg, an "invisible helmet" or airbag for cyclists, which came out on top of recent safety testing by Folksam, a Swedish insurance company.

According to Swedish chiropractor Fredrik Lundqvist, these incredible Swedish medical innovations stem from an inherent camaraderie in the Swedish Model.

"It’s the political system. We are about solidarity," he explains.

"We are affected by the social system here. We want people to be safe and healthy, and get the best health care they can get. And that affects the projects that are coming out of Sweden. And it has been that way for a long, long time. We have a history of such innovation in Sweden, look at Nobel and Parkinson’s medicine. Our social system gives us the confidence we need as people, saying yes, we can find a new solution, or a better solution, to an old problem.”

Lundqvist, along with researchers Johan Gawell and Jonas Wistrand at the Royal Institute of Technology (KTH) in Stockholm, is himself a key player in Sweden’s life science scene. The team has created Mollii, an electrode suit that eases paralysis.

Lundqvist grew tired of hearing there was no cure for his paralysed patients.

"I worked on rehabilitating a patient with MS (multiple sclerosis) for eight years, and I watched him deteriorating. I watched him getting killed by MS," Lundqvist says. "Something had to change. Something told me I had to work with it. So I stopped working as a chiropractor, let everything else go, and started experimenting.”

The result was Mollii, an elastic suit equipped with silver wires and electric stimuli targeting as many as 42 muscles in the body.

The suit, powered by four AA batteries, is programmed specifically for each patient and stimulates muscles, easing tension and increasing mobility. Mollii was tested by some 45 patients at the prestigious Karolinska Institutet near Stockholm, where every participant “experienced improvements in existing function or quality of life”.

Spastic paralysis involves involuntary spasms and contractions of muscles, and the associated loss of control over muscular function. It’s a common symptom of many types of neural damage, including Parkinson’s disease, cerebral palsy, multiple sclerosis, and stroke. But it doesn’t have to be permanently crippling.

BioArctic’s technology is now applied to other central nervous system disorders, and novel antibodies are being developed.
“Disabilities like cerebral palsy and MS are usually regarded as something you cannot change,” Lundqvist says. “But it’s not true. These patients all have potential. We can teach these children how to move.”

Lundqvist’s company, Inerventions, patented the method in December and began selling Mollii for private use.

“Most of the users are in Sweden, but we have also sold to Denmark, Norway, Finland, Italy, Germany, and the United Kingdom,” Lundqvist explains. “Our vision is that Mollii will be a subsidised assistance device in many countries. We have a global strategy and really want to expand to the US as well.”

Indeed, with world-class infrastructure, strong innovative power, and an innovation-driven economy, the Swedish Life Science sector is bound to change lives – and make the world a better place.

“With cutting-edge technology, expertise, and innovations, it’s no wonder Sweden was selected as the site for the world’s most powerful neutron source: the European Spallation Source (ESS).”

“Sweden is a strong supporter of science and technology,” says James H. Yeck, CEO of ESS. “The value of this type of research is embedded in the society.”

ESS is a facility that can be used by representatives from various research communities, offering benefits for both scientific and industrial R&D efforts under one roof.

“We also have the Max IV facility coming into operation; a light source that actually creates photons of light,” Yeck adds. “The bright beam of neutrons is used in a similar manner to a microscope, probing at a very small scale.”

When the neutron beam goes online it will be about 100 times brighter than any other in the world, Yeck explains.

The facility will benefit the scientific community across the globe.

“In the course of a year we will have two to three thousand users who come to do experiments here, ranging from archeology to life sciences, to understanding proteins to superconductors,” Yeck says.

Sweden won the bid to host the ESS in 2009, and the facility should be fully operational by 2025.

Sweden collaborated with Denmark on the site, and the actual facility is located in Lund, Sweden, while the data management centre is in Copenhagen.

“Geographically this area is attractive as well,” Yeck explains. “It’s easy to get here from the Copenhagen airport. Users will be coming from all over the world, so the logistics aspect is very important.”

Overall the American CEO notes that science in Sweden is a wholly satisfying business.

“Sweden is a very attractive partner for projects like this,” he says. “Sweden has a good record of making a decision and sticking with it, and really delivering on the expectations.”

The neutron beam that dazzles the scientific community

In Sweden, people and companies think international from day one. The seed of Swedish innovation flourishes in international inspiration and collaboration.
ICT

Sweden is a place for the world’s best ICT companies to develop and find innovation. Intel, Google, Apple, Huawei, Arm, Microsoft, TechMahindra, Motorola, Oracle, Sun, Sony, Samsung, EA, Facebook, Nokia and Mediatek all have R&D centers in Sweden.

ICT INSIGHTS: WHY SWEDEN IS A HOTBED FOR TECH START-UPS

Gaming. Startups. Financial tech. Digital health. The Internet of Things (IOT). When it comes to information and communications technology, Sweden is taking the world by storm.


Sweden is taking over the startup scene. “Sweden is really great for startups,” says Jessica Stark, CEO and co-founder of startup co-working space SUP46. “In fact, per capita, Stockholm is second in the world after Silicon Valley.”

Indeed, a recent report from investment firm Atomico revealed that Stockholm has the largest number of billion dollar start-ups in Europe.

And startup success has a snowball effect: the previous generation of startup super-heroes is inspiring an even bigger tech scene.

“They see that it is possible to build a company that can conquer the world,” Stark adds. “We definitely see a growing startup community in Stockholm. In 2014 there was a 338 percent growth in VC funding.”

“It’s the cluster effect,” says Spotify co-founder Martin Lorentzon. “My first employees are still living in Stockholm and starting companies and investing. We help each other here.”

FinTech: Stockholm’s next big boom

One prime example of Sweden’s incredible startup scene is the new sector of Financial Technology, or FinTech – a growing area on the global tech scene as well.

The country has a rich history in financial technology innovations, from installing the world’s first online ATM in 1968, to pioneering Internet banking in the mid-1990s, just as the internet itself was taking off. In the past five years, Stockholm-based companies received 18 percent of all private placements in FinTech companies across Europe.

Stockholm-based companies like online payment providers iZettle and Trustly, as well as personal finance app Tink, have all attracted substantial investment in recent years.

“Financial technology is a growing sector not just in Stockholm, but also globally,” said Torbjörn Bengtsson, Business Development Manager at Stockholm Business Region.

“What we’re seeing now is that Stockholm has become known as a hub for innovation, with high-level execution skills available – both from a technical and from a business perspective. As a result, Stockholm is now attracting considerable international capital.”

During 2014 alone, a total of 15 investments totaling $266 million were made in Stockholm-based FinTech companies.

The expanding Internet of Things

But perhaps the biggest step towards the next generation is the Internet of Things (IoT) – another area where the Nordic nations are leading the way. In 2014, the number of connected “things” in the Nordic nations surpassed the area’s actual population, and by 2017 there will be 2.6 connected things per person in Scandinavia.

Swedish giants Ericsson and Electrolux are pioneers of the paradigm shift, with smart devices and appliances that will transform households, along with many Swedish startups.

A 2014 survey by telecom provider TeliaSonera revealed that 77 percent of Swedish compa-
We are raised to be creative in Sweden, and it’s easy to start a company here with our free education, access to social security, funding and young people who dare to think big.

Emy Blixt, Swedish Hasbeens

Los Angeles-native Tyler Crowley came to Sweden to experience the Swedish summer and get a better look at the start-up scene in the capital. Like many others, he got hooked. He has found himself working with the Swedish government as it builds up Sweden’s tech scene, and organising the biggest tech events in the country.

What brought you to Sweden?

A $15 Ryanair flight from London.

What is your own favourite aspect of the Stockholm tech scene?

At this point there are high quality informative events each day and equally good networking events each evening. I’m also quite proud to have Europe’s largest and best regular meetup each month, called STHLM TECH Meetup – www.sthltmtech.com – and the largest annual startup festival in Scandinavia – STHLM TECH Fest – www.sthlmtechfest.com

The secret sauce is the strong talent coming out of the schools. Sweden is also a perfect test market for the US.

Previous solutions on the market have been complicated to install, use, and upgrade, but Swedish companies like Yanzi – along with many others such as Sigma, Ericsson, and Telenor Connexion – are changing that. “We got rid of all the complexity for the users and made it so simple that anyone can now install it, use it, and add new things.”

Once the app is downloaded, the Yanzi gateway device will automatically find all other devices online in the house, and users can monitor and modify objects from their phone. “We have a patented process for super-simple installation,” Lassborn says. “The technology is still very advanced, but it feels simple.”

Voices of Sweden: Tyler Crowley, Startup guru

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What is the Sweden secret sauce? What makes the startup scene so great?

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Why do / should investors choose Sweden over other tech hotspots?

Lower valuations, high integrity and well skilled / hardworking individuals that aim for larger markets. Sweden really benefits from having a keen understanding of the US.

Is the Stockholm tech scene a bubble? Will it burst?

The only bubble in tech is the valuations of startups, specifically in San Francisco. In Stockholm we have the opposite, where startup valuations are generally below most everywhere else, with a few notable exceptions.

“Yanzi is a way of connecting whatever you want to the internet,” says co-founder Marie Lassborn. “You have an app in your phone and can monitor and manage temperatures, alarms, when your kids get home from school, and things like that in your home.”

Swedish company Yanzi Networks is one perfect example of the IoT phenomenon. “Yanzi is a way of connecting whatever you want to the internet,” says co-founder Marie Lassborn. “You have an app in your phone and can monitor and manage temperatures, alarms, when your kids get home from school, and things like that in your home.”

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www.business-sweden.com
Game on: Why Swedish screentime comes out on top

Minecraft. Candy Crush. Battlefield. Mad Max. Star Wars Battlefront. Swedish games are all the rage these days – and the trend shows absolutely no signs of stagnation.

Mirroring in many ways the music songwriting and production field, computer game development is an area where Swedes excel and have achieved a great deal of success in recent years. But how did Swedish gamers go from simple nerds to global millionaires?

“There are a couple of reasons for this,” says Karl Magnus Troedsson, VP of Electronic Arts, the company which owns developer Digital Illusions CE (DICE), responsible for the successful Battlefield video games.

“Sweden was very early with state subsidised so-called ‘home computers’, encouraging companies to place computers in the homes of their employees. Maybe not so many of those people actually used them, but their kids sure did.”

Putting computers in so many homes spawned a generation of kids who grew up with free access to hardware who then were ready to take advantage of Sweden’s early and high penetration of high-speed Internet connections.

“At the same time we have a lot of people interested in becoming engineers and software engineers – and our higher education facilities in that field are very good. Plus Sweden has lots of creative people in music, art and other forms of entertainment,” says Troedsson.

“In my book, these are some of the important reasons why the Stockholm-Uppsala region today is the second-largest hub of game developers in Europe after London. And we’re just getting started!”

Indeed, the turnover of Swedish game developers increased by 35 percent in 2014, and the industry has reported total profits for six years running. And with the huge success of Minecraft and other games, the industry shows no signs of slowing down.

Swedish company King is responsible for mega-hit games such as Candy Crush, and boasts 200 million monthly players. The company was recently voted one of the best employers in Sweden. Mojang, the maker of Minecraft, was acquired by Microsoft and continues to take the world by storm. And the Swedes continue their devotion, growing the business into the multibillion industry it is today.

A recent Swedish study revealed that children who play computer games are better at English than their peers, so the trend feeds back into the cycle of productivity, creating an even stronger workforce. No one knows what the next big game will be – but there’s a good chance it will come from Sweden.
Advantage ICT

WHY SWEDEN?

- Sweden is the natural centre point of the Nordics and home to the majority of the international IT companies’ Nordic Head Quarters.
- The world’s most innovative tech companies have realised that Sweden is one of few places in the world where they need to be located in order to stay in the technology forefront.
- Companies that have announced new R&D activities or invested in Swedish innovations in the last 12 months include: Apple, DJI, Oculus, HCL, Google, IBM, Bosch, Cirrus Logic, Microsoft, Cisco, Autodesk and Sierra Wireless.
- In 2014, the exit value from startups in the Nordic region was on par with London, and the majority originated from Sweden.

CONNECTIVITY SCORECARD

1. Denmark
2. Sweden
3. US
4. Netherlands
5. Finland
6. UK
7. Norway
8. Singapore
9. Germany
10. Australia

DIGITAL ECONOMY

1. Sweden
2. Denmark
3. US
4. Finland
5. Netherlands
6. Norway
7. Hong Kong
8. Singapore
9. Australia
10. New Zealand

NETWORKED READINESS INDEX

1. Finland
2. Singapore
3. Sweden
4. Netherlands
5. Norway
6. Switzerland
7. United Kingdom
8. Denmark
9. US
10. Taiwan, China

Source: Connectivity scoreboard, World economic forum networked readiness index, Economist Intelligence unit 2015
Data Centers

The global digital industry needs data center locations which can provide abundant renewable energy, robust power grids, world-class connectivity and fibre infrastructure and long-term stable operating conditions. Sweden offers all of this – and more.

THE PEOPLE OF LULEÅ WELCOME FACEBOOK TO THEIR CITY
It all started in 2008, when regional development agencies began looking for ways to boost the regional economy by leveraging existing resources to entice new businesses to establish operations in northern Sweden. Within a year, Business Sweden joined the project, helping arrange meetings in the United States with prospective companies. Facebook was among them.

“We met 14 companies and we couldn’t dream one of them, Facebook, would be interested,” Matz Engman, CEO of Luleå Näringsliv, an agency which helped entice the Internet giant, told Science Business in 2015. But it turns out little Luleå had “everything Facebook needed”, Engman said, and in 2010 Facebook came for a visit.

And finally, in February 2011, Karl Petersen, Luleå’s mayor at the time, received the phone call he’d been waiting for. “Hello Mr. Mayor, this is Facebook,” said the voice on the other end of the line. “You are the mayor and have to know first – we are coming to Luleå.”

Luleå’s Facebook server hall was the first Facebook datacenter outside of the US, and started serving traffic in 2013. It was groundbreaking – and spot on. “We really like it here. The Luleå region offers many key components that are good conditions for data centers,” Facebook Site Manager Joel Kjellgren explains. “Good climate conditions, a reliable power supply, and commitment from the local community are factors that influenced the choice, and Luleå has served Facebook well.”

“We can cool the data center just with outside air,” Kjellgren confirms. “There is also reliable power from a hydroelectric source. Even though our data centers are the most energy efficient in the world, we still need power to run them. We appreciate being able to power our facility with 100 percent renewable energy, and we are really happy with the way our data centers in Luleå contribute to our mission of making the world more open and connected.”

But it’s not just the climate that lured Facebook way up north. Kjellgren adds that the community is just as important. “We’re happy to be a part of the Luleå community,” he says. “We enjoy having
access to a strong pool of competence for construction and operations staff, and we cooperate with a great set of community partners.”

The Luleå University of Technology is one of Facebook’s valued neighbours in the area, with a rich history of innovation and excellent communications technology. Proximity to the university and its more than 17,000 students was one of Facebook’s own reasons for choosing the area.

Indeed, the entire region is strong in the tech field, and has only grown stronger since Facebook moved in.

“It was a huge event in Luleå’s history,” Karl Petersen said after Facebook’s choice was revealed. Until the deal was done and dusted it was rather secretive, known in Luleå as ‘Project Gold’.

“It was a unique establishment that all of Europe was pining for.”

Support on regional and national levels also played a role, and Kjellgren adds that Sweden on the whole has been “tremendously welcoming and helpful”.

“The data center industry is growing and more companies are looking for favourable locations. Sweden has been successful in identifying and understanding the comparative advantages, in terms of climate, IT competence, etc. It’s the optimal location for this new type of base industry.”

The cool region is quickly becoming a hot spot for data and technology, and the municipalities of Luleå, Boden, and Piteå form the Node Pole.

Applications to the University of Technology have risen significantly, and Petersen added that Luleå’s local science park experienced a 25 percent rise in companies coming to the area after Facebook’s first server was built there.

But the 47,000 residents of Luleå will always remember: Facebook got their first.

“We’re very happy to see that Facebook’s arrival has been able to trigger the growth and development of the region,” Kjellgren says.

Facebook is constantly growing and Kjellgren says the company is committed to continuously developing technologies and infrastructure to ensure the best possible experience to all of the millions of people around the world who use the service every day.

The company’s mission is to give people the power to share and make the world more open and connected – and Sweden is the perfect match.

“Representatives for Luleå and Sweden have proved to be very supportive partners along the way, showing true commitment to the cause.”

Byrne Murphy, Chairman of DigiPlex, is no stranger to international business. He’s already taken three unique American business concepts to Europe. But Sweden is something special, he says.

After graduating in the US, American Byrne Murphy sailed from Boston to New Zealand, worked in yacht yards, went to business school, moved abroad, and then spent years battling French politicians to defend the concept of outlet centres, featuring the notion of offering end-of-season products for luxury brands at deep discounts.

“In the early days of Paris, I was a naïve young American deeply in over my head in the multicultural world of Europe, and it was very difficult to penetrate through the bureaucracy,” Murphy says. “Paris is a fabulous place to live, but a terrible place to be an entrepreneur.”

But when he finally decided to invest in Sweden, “Everything just fell into place.”

“The entire structure of doing business is simplified in Sweden. As a result, you are able to accelerate what you are trying to achieve.”

This time the concept was data centers. Murphy is Chairman of DigiPlex, which provides large scale, high-powered, energy-efficient data centers to house mission-critical
equipment for companies and government agencies.

“We started in Norway, and when it was time to expand we actually looked at Finland first, and then Denmark. But we came quickly to the conclusion that Sweden was next.”

As the company pondered its next endeavor, Murphy received encouragement from all sides to enter the Swedish market.

“One on the one hand we had help from Business Sweden,” Murphy says. “They were proactive, friendly, cooperative, and very helpful in getting us all the information we needed. I highly recommend them.”

Meanwhile, Murphy visited a friend in Switzerland – the US ambassador.

“We went over to the Swedish ambassador’s residence for a party, and when he found out I was considering Sweden he pulled me aside and gave me ten reasons I should choose Sweden,” Murphy recalls. “It made sense. After speaking with the ambassador, I never went back.”

And indeed, Murphy saw a demand in Sweden for services which no one was delivering. As the country with the largest IT services industry in the Nordics, Sweden was going to be in desperate need of wholesale data centers – i.e. data centers that can tailor large scale IT housing solutions.

“We saw the market opportunity and grabbed it.”

The team selected a site in Upplands Väsby north of Stockholm – a location which had “everything we need”.

Today, DigiPlex is constructing a 13,000 m² building on the site – where the first orientated customer, NASDAQ OMX, is scheduled to take occupancy on 1 January, 2016 – and plans for several more buildings in the near future. When fully built, the campus will become the largest commercial data center in Sweden – and the most power efficient.

“I come to Sweden every three to four weeks,” Murphy says. “Everything is going well. The welcome that I receive from everyone in Sweden, my own team, the business community, the township, the designers – it’s all working well.”

Murphy has 23 years of experience working in 18 countries across Europe – but he says there’s no place like Sweden for business development.

“It’s easier to have a successful development project in Sweden than the majority of other countries where I have worked,” he confides. “I am by far the happiest being in Sweden at this moment.”

The Nordic nations have ideal conditions for hosting data centers – cool air being an obvious benefit.

“In any data center you have to cool the servers, and in the Nordics you can just open the windows,” Murphy laugh, but adds seriously, “that can reduce the bill for power by up to 25 percent.”

Access to enormous amounts of renewable energy is also a lure to Sweden, and the cost is competitive.

“The price of power in the Nordics is approximately half the price of in the UK, and 40 percent less than in Germany,” Murphy says. “That’s huge. And that’s why the biggest tech companies in the world – Facebook, Google, Apple, Microsoft – either already have massive data centers in Scandinavia, or are in the process of developing them.

“The Nordics present directness and simplicity in doing business,” Murphy says. “Swedes say what they mean and mean what they say, and they keep it simple.”

“Transparency of legislation and behaviour in general means it’s easier to know what needs to be done, he says. Legal documents are much shorter and there are very few

“The entire structure of doing business is simplified in Sweden. As a result you are able to accelerate what you are trying to achieve.”

Byrne Murphy, Chairman of DigiPlex

“obstructionists” – partly due to an efficient, problem-solving, family-orientated culture.

“The Nordics have a very good work-life balance. People here do not live to work. They do work hard, but they mostly live well.”

And that’s one of the best parts of business in the country. Although getting accustomed to a new business culture can be frustrating at first, Murphy said it’s definitely a key to success.

“If you’re going to be a foreign investor abroad, you have to remember that it may be your concept, but it’s their country. And that context matters a lot, a whole lot.”

But in general, what goes around comes around, Murphy says.

“If you take the time to appreciate the Swedish working culture, which is based on consensus decision making, the dividends will come back to you tenfold.”
Manufacturing

Sweden has a highly-competitive and international manufacturing industry that has remained competitive due to constant adoption of new technologies, innovation and enhancement in productivity & production technology.

THE SWEDISH MODEL BUILT TO LAST

There's a reason why Sweden remains a leading manufacturing nation.

Depending on who you talk to, the “Swedish Model” can mean a few different things. For some, fashion models Caroline Winberg or Markus Schenkenberg spring to mind. For others however, the Swedish Model conjures up notions of high taxes and a generous welfare state. And while such perceptions aren’t entirely off the mark, they fail to capture the consensus-approach to labour market relations that lies at the heart of the Swedish Model, minimising major labour disputes for nearly 80 years and laying the foundation for Sweden’s ascent as a manufacturing powerhouse.

The Swedish Model took shape with the 1938 Saltsjöbaden Agreement, named for the picturesque resort hotel in the Stockholm archipelago where representatives from industry and unions met to set conditions for governing the labour market.

Needless to say, the deal they struck has stood the test of time, weathering World War II, the Cold War, financial crises, and the ongoing digital revolution, relying on “mutual trust, a willingness to cooperate and a joint belief in combining economic growth with income equalisation”, according to the Confederation of Swedish Enterprise.

The collective wage agreements negotiated at the industry-sector level as part of the Swedish Model apply to nearly 90 percent of the Swedish workforce, whether or not employees belong to unions. The approach means that Sweden doesn’t have minimum wage laws or other labour market regulations, giving unions and employer organisations the autonomy and flexibility to make changes suited to ever-changing economic realities.

The model was also particularly well-suited to the Swedish economy of the 20th century marked by rapid industrialisation and export growth, and which employed hundreds of thousands of workers in factories across the country.

Indeed, much of Sweden’s current prosperity stems from the strength of a manufacturing industry that was allowed to grow and expand relatively free of major labour disputes in the postwar era, spawning industrial giants like ABB, Saab, Atlas Copco, Sandvik, Volvo, SKF, and Electrolux.

Sweden’s robust manufacturing sector helped the country prosper greatly in the last half century. Today, goods made in Sweden and exported around the world generate more than SEK 1 trillion — roughly 27 percent of GDP. A 2012 report by consulting firm McKinsey also cited Sweden’s manufacturing industry as a “world leader” in productivity growth, with the sector growing faster in Sweden than in many other countries since 1993.

And while the number of people employed in the manufacturing sector dropped by 20 percent in the wake of the banking crisis of the early 1990s, the sector still employs 600,000 Swedes — one third of whom work for foreign-owned companies — proof of that the Swedish Model’s staying power and international competitiveness.

And after a period marked by production moving to low-wage countries in Eastern Europe and Asia, Sweden’s manufacturing sector is now benefiting from “on-shoring”, as more and more companies see the benefits of having production facilities close to their customers.

Sweden is well-positioned to take advantage of the trend, boasting an abundance of existing facilities to house operations, as well as a skilled labour force and a manufacturing-friendly business climate. A 2015 survey of Swedish manufacturing firms by Business Sweden revealed that nearly half — 47 percent — had significantly expanded their operations in Sweden within the last three years.

Indeed, current trends may force those who argue Sweden’s manufacturing heyday are long gone to think again. Rather, it seems that, thanks to the strength of the Swedish Model and the skilled labour force it helped spawn, Sweden is at the dawn of a new manufacturing renaissance.
“Purity; purity of materials, simplistic, stylish designs; sustainability, reliability, and trust; and that’s what I think the world associates with Sweden today.”

Hans Stråberg, former CEO of Electrolux

A cluster of biotech knowledge

“We’ve been producing medicines in Södertälje, Sweden, for more than 100 years,” says Margareta Ozolins, manager of Sweden Operations at the multinational pharmaceutical and biologics company AstraZeneca.

Indeed, Astra, the Swedish company which merged with Zeneca in 1999, was formed in 1913, and has long been one of the most powerful pharmaceutical companies in Europe. Today the company is stronger than ever, and it’s no wonder that its the latest expansion is all about going back to their roots. In May 2015, AstraZeneca announced plans to invest some $285 million in a new high-tech facility for manufacturing biological medicines in Södertälje, the birthplace of Astra so long ago.

Ozolins is spearheading the new development, and says the decision to stake so much in Södertälje, about an hour south of Stockholm, was based on three key factors.

“We already have a big site here, and a solid production foundation to build on,” she says. “We also have solid performance based on historical data. That saves us a lot of time; we can lean on the existing facility, existing processes, and existing experienced staff.”

Södertälje is already home to AstraZeneca’s largest tablets and capsules manufacturing facility, providing specialist capabilities onsite that allow large-scale production of new medicines.

The third factor is the strength of the area in the biotech field.

“Södertälje is a great area for biotech, and we also have Stockholm and Uppsala nearby as well – that makes for a great cluster of knowledge and we know we can attract talent and know-how here.”

American multinational pharmaceutical corporation Pfizer already operates in the area, along with various small biotech companies.

“We help each other,” Ozolins says. “It’s not like we are coming in and swallowing up all the talent and competence. We already have educated staff in our existing facility, but we strengthen the area together.”

The new plant – which is just phase one of a potentially three-part programme – will be focused on filling and packaging of protein therapeutics.

“In our pipeline we have had traditional ‘chemical small molecule medicines’, which we have produced in Södertälje for a long time,” Ozolins explains. “In the future we will have more focus on the large molecules, or the biologics portfolio.”

Half of the company’s research and development portfolio consists of biological compounds made of either bacteria or antibodies – the future, as Ozolins puts it.

“These medicines will more or less be the future for all patients,” she says. “It’s new territory for understanding diseases.”

In addition to the competence already present in the area, from for instance the Karolinska Institutet and Karolinska University Hospital in Stockholm and the Uppsala University Hospital, AstraZeneca also has a strategic R&D centre in Gothenburg, on Sweden’s west coast.

But while the new facility in Södertälje will undoubtedly benefit greatly from local and national competence and infrastructure, Ozolins is quick to note that it will be a global, international site.

“We work with people around the world every day, 24/7,” she says.

Still, with the nearby research facilities and the other perks of setting up shop in Sweden, it’s a hard package to beat. The company encourages improvements in the Swedish investments climate in order to maintain a good position among the global competition. Otherwise, Sweden is good from a climate perspective, in regards to political stability, and from a weather perspective,” Ozolins clarifies. “Overall it’s a good place to be and operate in, both from a social climate point of view and in terms of performance.”

“Södertälje is a great area for biotech and we also have Stockholm and Uppsala nearby – that makes for a great cluster of knowledge.”
Metals & Mining

Sweden has a long history of metals and mining, dating back to the 13th century. Around the mines in Sweden, a metallurgical and mechanical industry has grown, developing world class melting, refining and alloys as well as outstanding global equipment suppliers.

If Sweden was a fairytale and success was a giant beanstalk, what would be the magic beans? For Mark Saxon it’s rare earth elements – a market opportunity which is more than golden. “A lot of people don’t know anything about Rare Earth Elements and it does sound kind of like magic beans,” Australian native Saxon quips. “But one of the leading REE deposits in the world is here in Sweden.”

In fact, Saxon himself didn’t know much about them when his firm started surveying the Swedish landscape. “We didn’t know much about Sweden when we began our journey,” he remarks. “And most of the world didn’t consider Sweden to be a mining country.”

But that all changed after meeting a representative from Business Sweden and visiting the country back in 2003. Saxon is President and CEO of Tasman Metals, a strategic metals company founded in Canada. His first venture into the Nordics was as Vice-President and Director of Mawson Resources, a gold mining firm now most active in Finland. But today he focuses on operations in Sweden. “Mawson Resources has been exploring in Finland for over six years now and still not had the discovery success we have achieved at Norra Kärr in Sweden,” he explains.

Norra Kärr is a project 15km from the idyllic town of Gränna in Jönköping, in the Småland region of Sweden. And it has potential to quickly become the only European supplier of critical Rare Earth Elements. “We’ve taken the process the entire way from discovery to potential development,” Saxon says. “It’s a great opportunity; there

“SWEDEN IS ONE OF THE MOST EFFICIENT COUNTRIES IN THE WORLD”

When it comes to mining, Sweden offers truly ‘rare’ market opportunities. Rare Earth Elements is just one of the areas where the country excels, and the world is taking note.
“Resources industries have been a backbone of Sweden, a historic strength,” Saxon says. “There are great opportunities here, along with a low-cost mining industry, lots of low-cost, high-quality data from the Geological Survey of Sweden, and a lot of prospective unexplored ground.”

But if mining is such a critical industry for Sweden, why did it take an Australian CEO of a Canadian company to kickstart the REE industry?

“Sometimes it takes an outsider’s point of view to see and take advantage of opportunities,” Saxon laughs.

He has never looked back, and says one day Tasman Metals will become a Swedish company. Saxon visits Sweden himself four or five times a year.

“I felt at home very quickly,” he explains. “Everything here is so simple and efficient. It’s very easy to employ all the skilled people required for exploration or mining, and the Nordic region is a major supplier of mining equipment.”

Saxon says there is no difference between how Swedish and foreign companies are treated, and that a mine will feed into the success of the region.

“It’s a very local operation. In Canada, people fly back and forth to and from the job, but here 85 percent of our staff will come from within a one-hour drive. They will work and live in these communities and build them up.”

In addition to access to skills, transparency, great prospectivity, and high quality of life, Saxon added that it’s much easier to service and support mining sites in Sweden.

“In the remote parts of Canada you need 12 months of spare parts onsite at all times,” he remarks. “But for Sweden with its great infrastructure and world leading position as a supplier of mining equipment, short-term support is possible. Equipment from Nordic brands is on every mining site in the world.”

All of that goes into making Sweden “one of the most efficient countries in the world” – despite the casual “socks and sandals” look, Saxon jokes.

And when it comes to the future, all that glitters may not be gold – but for Tasman Metals, it may be something even better.

“This project is bigger than the company, and it will outlive us,” Saxon says. “Our future here is extremely long, and I have a lot of pride in what we are building.”

READ MORE: www.business-sweden.com
You should. Aside from Russia, Sweden has Europe’s largest forested area, spanning across 23 million hectares. Indeed, nearly 70 percent of Sweden is covered with forests, primarily consisting of spruce and pine. While forests are declining in some parts of the world, Sweden’s forests are expanding.

The timber stock in Sweden has increased by more than 60 percent in the past century, thanks to effective forest management and good planning.

The forests help lower carbon rates, benefit the environment, and shape Sweden’s iconic wilderness. But it’s more than that. The paper and pulp industry has long been the backbone of the modern Swedish economy. The raw materials are all present, with no imports necessary, and the environmental footprint is small.

As digitalisation increases, paper demand is dropping – but Sweden’s forests are still a valuable resource. What will today’s trees give us in the future?

Swedish companies are leading a research revolution, exploring new materials and uses for wood with the potential to change the world.

Inventia is just one such research company charging ahead.

“Sweden’s forest industry is extremely large, and we have largely dominated the world in terms of producing paper and board,” Torgny Persson at Inventia says. “And Inventia has always been a top player.”

Inventia’s goal is to be the world’s leading company when it comes to R&D and implementation in the forest-based sector.

“We provide research and development activities for the paper, board, and packaging industries worldwide,” Persson says.

A few of the international companies working with Inventia are Korea-based Hansol Paper and ITC Limited from India.

“Business Sweden introduced us to Inventia’s clusters of international companies that have decided to join forces for a strengthened R&D effort. ITC is a now a regular player in the corridors of Inventia.”

The partnership is beneficial for all. ITC decided to join Inventia because the Indian company was interested in developing more paper board production competence, and improving core product qualities. The company maintains the rights to develop and implement research results from work at Inventia.

“You share with the other companies doing research, joining to share knowledge, but what’s important is how you use that research,” Persson says.

Another one of Inventia’s cluster projects is the development of nanocellulose (fibres in nanometer scale), with many different application areas, one being to render wood into a material stronger than steel. Many companies have joined, including Korean Hansol and Indian ITC.

Sweden’s forests may be the rocketships or the artificial organs of the future – who knows? But one thing is clear:

“Sweden is not a small country in this regard,” Persson says. “We are a key player.”
Smarter packaging from renewable materials

From tomorrow’s biomaterials to the EU’s biggest research initiative, Sweden is leading the way in advanced materials.

Did you know the EU’s biggest ever research initiative is headquartered in Sweden? The Graphene Flagship, tasked with bringing together academic and industrial researchers working with graphene, is coordinated by Chalmers University of Technology in Gothenburg.

The Flagship was born from European Commission investments in 2013, and brings together more than 60 institutions and industrial groups from 17 European countries.

Graphene is an atomic-scale latticework of carbon with many extraordinary properties, but the material is still relatively new and undeveloped. The Flagship at Chalmers coordinates research with graphene to discover how the material—which is stronger than steel and nearly transparent—can be used in the future.

The remarkable substance, along with the Graphene Centre at Chalmers, is a prime example of how Sweden is helping bring cutting-edge new materials to the world.

Sweden has a great tradition of materials innovation, whether in metals, textiles, or steel, nearly transparent and with excellent conductivity, can be used in the future.

Sweden is making great strides in smart, bio-based materials derived from the country’s forests. Core components of the trees, including nanocellulose, hemicellulose and lignin, represent three distinct platforms currently being used to develop the forest-based products of tomorrow.

Indeed, an influx of funding – both private and public – has turned biomaterials into one of the hottest R&D areas in Sweden. One of the most exciting areas is advanced industrial packaging solutions. Take the ‘D-sack’ cement storage bag, for example. Developed by Swedish company BillerudKorsnas, the D-sack can withstand the elements but dissolves entirely when mixed, leaving no waste whatsoever.

“The D-sack makes life simpler for the user,” says Mark van de Merwe, the company’s Business Development Director. “It makes it easier to work with cement, makes it simpler to mix cement, and it removes the cost and the stress on the environment of dealing with the leftover empty sack afterwards.”

Sustainability and environment are very important in Sweden, so it was only natural that a Swedish company would be behind such a simple yet remarkably environmentally-friendly product.

“The D-sack is made from renewable materials and disappears after use, which means the carbon footprint of the product is drastically reduced,” van der Merwe says.

The D-sack is a revolutionary step for the packaging industry, but van der Merwe says it definitely will not be the last.

“We need to create packaging which will not have a long-term impact on the world,” he says. The next step could be weather-proof paper bags for groceries, he adds.

“A paper bag that could withstand rain but which still decomposes and disintegrates at the same rate – for us that would be great.”

While van der Merwe himself is German and located in Hamburg, he says that working with a Swedish company focused on bioeconomy has been an excellent decision.

“The company itself, and the country, have a great source of raw material, and the society is mature and based on sustainable living,” he remarks. “The Swedish people focus on sustainability, recycling, and a healthy future.”

Combined with Sweden’s stable and progressive society – the country has not been at war for more than 200 years – that makes it ideal for investment.

“Sweden focuses on peace, development, and democracy,” van der Merwe says. “It’s a good sign, and to me those are very good reasons to invest in Swedish bioeconomy.”

www.business-sweden.com
Infrastructure and Construction

Proposed investments within construction and infrastructure have created growth opportunities for global infrastructure companies in Sweden.

Constrcuting connections and building the future

Sweden is the largest market in Scandinavia – and thus the ideal location for centralised construction operations in Northern Europe.

Moreover, several major, government-backed infrastructure projects are getting underway in the coming years, creating even more opportunities. The time is right for international construction companies looking to join upcoming current projects and position themselves well for additional projects in the future.

Business opportunities

Sweden’s strong and sustainable transport system facilitates the lives of workers and makes it easier for companies to deliver. And the Swedish government is committed to the continued development of the country’s infrastructure to keep up the expanding needs of a growing economy.

To that end, the government has already allocated SEK 522 billion (€56 billion) for infrastructure projects over the next decade. SEK 86 billion will be used for the operation, maintenance, and development of state railways. Sweden’s roads will benefit from SEK 155 billion in new spending. The remaining SEK 281 billion will be used to further develop the transport system in general, catering to current and future demands. And that’s just at the state level – there are also several projects on the regional and local levels during the same period.

A competitive business platform

Fortune magazine recently named Stockholm as one of the 15 best cities worldwide for business, when looking at factors such as smart labour, solid infrastructure, and potential customers.

The high quality of available staff, coupled with the high quality of life offered, makes Sweden a global magnet for development – making it an attractive location for setting up operations, and ensuring the need for continued infrastructure development and building projects.

Possibilities for collaboration

Swedish companies within the field of infrastructure and construction are well-versed on new technologies and innovative building methods. They work closely with research institutes and industries to develop new materials and products. This means there is tremendous potential for foreign companies within the infrastructure and construction sector to collaborate with global leaders in Sweden to improve their own offering.

Foreign companies can also participate in R&D projects with Swedish research institutes for development of the building techniques and environmental and sustainable ways of building.

Procurement, tenders and biddings

On a national level, the Swedish Transport Administration is responsible for budgets, procurements and tenders.

The Transport Administration also has a very thorough tendering process, spending SEK 50 billion for this purpose. Having a Swedish partner can make the process easier for foreign firms, which in turn can offer their Swedish partner a unique edge in the bidding process.

Sweden does not offer PPP projects (Private-Public Partnerships) on a national level. However, PPP solutions can be found on a regional and local level.

WHY SWEDEN?

- A strong and sustainable transport system.
- Fortune 500 has put Stockholm on the map as one of the 16 best cities worldwide for business when looking for smart labour, solid infrastructure and potential customers.
- Sweden offers good language skills, low employee turnover and high computer literacy – all contributing to a competitive business platform.
- Swedish companies work closely with research institutes for new materials, and with industry to develop products for them.

Camilla Ahston, Procurement Strategist, Strategic Contracts and Procurement at Swedish Transport Administration:

Why is it important for Swedish Transport Administration to have non-Swedish companies included in the bidding process?
The Swedish Transport Administration gets few tenders. One way of increasing the number of tenders can be to attract more foreign companies to our projects and procurements. We also need to increase innovation and productivity in our procurements, and this is also a reason why we try to attract more foreign companies.

If you had one piece of advice for a foreign construction firm interested in bidding, what would it be? What do they need to know? Partner with a Swedish company. This is crucial for succeeding on the Swedish market.

What can foreign firms contribute to Sweden’s infrastructure?
They can contribute with, for example, new methods of constructing our infrastructure, thus increasing the innovation in our procurements.

Photo: Per Petersson
Contact centers

Sweden is a very developed, high-end market for contact centers covering Northern Europe. Extensive language skills, computer literacy and attractive costs are some of the advantages.

A well developed high-end market for contact centers

Great language skills, low employee turnover, high computer literacy, technically advanced infrastructure and competitive operating costs are some of the factors that draw international businesses to Sweden.

Sweden is a favoured destination for complex and high-value-added contact centres. The country excels in contact center assignments that focus on qualified and personalised customer care. Few other places offer such good prerequisites for technology-enabled contact centers. Being advanced users of IT, Swedes have successfully integrated today’s leading communication technologies into daily business life.

At the core of northern Europe Sweden is the largest market in northern Europe, resulting in extensive intra-regional trade. A majority of the world’s largest multinational companies present in Northern Europe have located their regional headquarters in Sweden.

In 2014, the contact centre industry employed 150,000 full-time equivalents. Seventy-five percent of all contact centers in Sweden provide services in Scandinavian languages.

Sophisticated ICT and telephone users

Sweden tops the Networked Readiness Index ranking as the most networked economy in the world.

In other words, Swedes integrate ICT into everyday life, work and business. This provides the ideal context for extensive ICT usage, and the extremely sophisticated and innovative Swedish business sector is also taking full advantage of ICT in its activities and operations, ranking first in the world for the extent of business Internet usage.

Good language skills

About 85 percent of Sweden’s population speaks English, which shortens the start-up time significantly. Many Swedes possess a good command of other European languages as well, particularly German and French.

Sweden ranks number one in EF English proficiency index 2015.

Within one hour flying distance, Sweden covers all markets in the Nordic region. A regional contact centre with multi-country responsibility can help companies reduce costs, drive sales and build consumer loyalty.

85%

Almost nine out of ten Swedes speak English, which shortens the start-up time significantly. Many Swedes possess a good command of other European languages as well, particularly German and French.

WHY SWEDEN?

■ Advanced telecommunications infrastructure: among the top for broadband penetration rates and sophisticated ICT and telephone users.
■ Attractive recruitment base: highly educated, multilingual population with competitive salaries for contact centre personnel.
■ Financial incentives for investors in Sweden are available at the regional level.
■ Tax structure is designed to meet the needs of international investors and offers a competitive corporate tax of 22 percent.
Logistics and Supply chain

Companies such as Dell, Goodyear, Dunlop, Honda, Philips, Toyota, representing a wide range of industry sectors, have already chosen Sweden to strengthen competitive advantages through centralised logistics.

Excellent logistics hub for Northern Europe

Establishing logistics operations in Sweden means a triple market presence in Scandinavia, Northern Europe, and the European Union, home to some 500 million consumers in total.

This, combined with being the largest market in Scandinavia, makes Sweden the number-one location for centralised logistics and transport market operations in Northern Europe.

It’s no wonder that Sweden receives more than 50 percent of inward foreign direct investment (FDI) into Scandinavia – and is also the most common choice for regional headquarters.

A first-rate regional hub

The reasons for investing in Sweden are numerous. For one, investors gain access to sophisticated products and technologies, skills, innovations, and first-rate infrastructure. Additional advantages include a qualified work force, extensive R&D facilities, and an advanced test market.

The skilled workforce, coupled with Sweden’s high quality of life offered, make it a global magnet for locating regional head offices and centralised logistics operations. Making Sweden your logistics hub means both cost savings and improved customer service.

Fast-track handling

Sweden’s large economy and diversified, international industry have resulted in an excellent infrastructure for distribution, communications and financial services. For instance, the fast-track system implemented by the Swedish Customs provides high-volume transporters with cost-efficient and rapid customs handling. Swedish companies also integrate highly-advanced IT solutions into their logistics activities. For example, systems for radio frequency identification and traceability are today used in all industry sectors.

Advanced buyers and strong shoppers

Sweden boasts major multinational buyers such as AstraZeneca, Atlas Copco, Electrolux, Ericsson, H&M, Ikea, Scania and Volvo, all of whom use advanced logistics solutions. In addition, Swedish e-commerce continues to grow, by 19 percent in 2015 to SEK 50 billion, accounting for 7 percent of total retail sales. Home electronics, fashion, books and media are the dominant segments online, but the largest growth 2015 were in DIY supplies, the baby and children’s segment and groceries. More than 80 percent of Swedish consumers shop online and 40 percent of those at least once a month, changing logistics and supply chain flows in the long run.

Efficient Customs Handling

The Swedish Customs use a concept solution to facilitate companies’ customs handling. The concept allocates companies into categories, depending on their compliance with Swedish Customs’ standards and procedures. Higher compliance assure companies a non-interrupted flow of goods. Ikea made a 50 percent saving in its customs administration budget in its first full year of applying the concept.

Why Sweden?

■ 24-hour service to major destinations in Northern Europe.
■ The largest domestic market in Scandinavia.
■ A wide selection of multimodal logistics hubs.
■ Sophisticated third-party logistics providers.
■ Strong growth for e-commerce.
■ Cutting-edge IT solutions.
■ Efficient customs handling.

Great location for global and regional headquarters

Share by Nordic countries

Norway 8%  Finland 8%  Denmark 20%  Sweden 64%

Excellent infrastructure

Global ranking, 2014
1. Germany
2. The Netherlands
3. Belgium
4. United Kingdom
5. Singapore
6. Sweden
7. Norway
8. Luxembourg
9. US
10. Japan

Centralised distribution centres in Sweden for Northern Europe

Examples
Adidas, Germany
Black & Decker, US
Canon, Japan
Dell, US
Goodyear, US
Honda, Japan
IBM, US
Michelin, France
Nike, US
Antalis, France
Nestlé, Switzerland

Standing out from the retail crowd

With wealthy consumers and a passion for fashion, Swedes are always ready to try something new. And that means incredible opportunities for international retailers who want to expand to the Swedish market.

The Swedish retail market has enjoyed positive annual growth for 19 consecutive years, fuelled by both the steady population growth and rising disposable incomes.

It’s no wonder so many international retailers choose to enter the Swedish market. In recent years there have been a number of new openings, including Hollister, Desigual, River Island, Sephora, Apple Store, Zara Home, Habitat, Decathlon, and Piccadilly.

Impressive growth and strong demand

In 2015 retail sales grew by 5.9 percent to SEK 727 billion (€79 billion) and is expected to grow by 4 percent in 2016. Growth in both private consumption and retail sales is stronger in Sweden than in almost any other European country. The strong growth in e-commerce also continues with a total sales of SEK 50 billion, an increase of 19 percent.

The secret to this success? Swedes are excellent consumers and spend a comparatively large amount of income on retail; about 33 percent. Retail companies are always looking for expansion, and Sweden’s retail market is stable and always growing.

A progressive nation of early adopters

Swedes are recognised both for setting new trends and rapidly adopting them from abroad. They travel widely, exposing themselves to many different cultures and developing a taste for new brands and experiences.

This national mindset has led many players to use Sweden as a testing ground for new products and services. Michael Kors, Coca-Cola, Diesel, Microsoft and Apple have all used Sweden for early commercialisation projects – and they’re still going strong.

Top-notch purchasing power

Sweden’s middle class is large and wealthy, and has one of the highest purchasing powers in Europe. The difference between high and low-income households is low. Put simply, Swedes are wealthy and 80 percent of the population earn 75 percent of the total income.

Growing population

The annual population growth rate today is 0.8 percent, compared to the EU-27 average of just 0.3 percent. The majority of Sweden’s population lives in the middle and southern parts where the largest cities – Stockholm, Gothenburg and Malmö – are situated. And each region has its own unique flavour, shopping districts, and selling points.

WHY SWEDEN?

- Top-performing and growing economy.
- High purchasing power.
- Strong retail sales growth for 18 consecutive years.
- Largely unregulated market open to international competition.
- Availability of attractive retail space.

727 SEK billion total retail sales, 2015 +5.9% since 2014.

STRONG RETAIL SALES GROWTH

Retail sales and growth yoy by segment, 2015

- Home furnishing (+12.9)
- Home electronics (+7.6)
- DYI (+4.1)
- Home furnishing (+11.5)
- Sports & Leisure (+11.5)
- Other (+4.9)

SWEDES ARE THIRD WEALTHIEST IN EU

GDP per capita in PPP, 2015 SEK

1. Ireland 429,000
   2. Netherlands 405,700
   3. Sweden 396,600
   4. Austria 394,900
   5. Germany 393,800
   6. Denmark 381,700
   7. Iceland 380,100
   8. Belgium 367,800
   9. France 344,400
   10. Finland 342,900
   11. UK 341,500
   12. Italy 300,700
   13. Spain 293,000

Source: Swedish Agency for Economic and Regional Growth/SCB, Knoema/IMF
Travel and Tourism

The Swedish Travel and Tourism sector offers everything required for doing successful business: a dynamic business climate, a clean and unique environment and a society that is both safe and global.

Travel and Tourism: fast growing industries

Sweden; clean, pristine, with unexplored nature, the right to roam anywhere, and bustling metropolitan hubs.

The travel and tourism industry is Sweden’s fastest growing industry and revenues are expected to double in the next decade. A growing demand for attractions, packaged experiences and accommodation from both international and Swedish travellers, makes investments in the tourism industry very attractive. Opportunities exist for international investors, developers and operators, as well as within eco-tourism, ski tourism, food tourism and adventure tourism.

A growing industry in high demand

International travel to and within Europe has increased by 50 percent since 2000 and to Sweden with just over 60 percent in the same period. Revenues from international visitors have doubled in the last ten years. Sweden’s tourism industry grew by 5.2 percent 2014 compared to 2013 generating over SEK 268 billion (€29 billion) in turnover, and is supported by a range of tourism, hospitality and service-related businesses. The export value, international visitors’ consumption in Sweden, grew by 12.5 percent to SEK 96.5 billion.

The growth and increased demand is not keeping up with supply. There is a shortage of accommodation in many destinations and in different segments. There is also an overall need for increased quality in products and services.

Excellent international and domestic connections

An increase in international direct and low cost flights and charter flights assures continued accessibility and future inflows of visitors. Large investments have been made in harbour facilities, and Sweden’s cruise ship traffic continues to increase.

The Swedish railway network connects much of the country as well, and also offers easy access to the rest of Europe. Sweden’s motorways and roads are also modern, safe, and well-maintained, providing easy access to and from big cities, small towns, and the countryside.

Trendy and contemporary, pristine and fresh

Sweden is a country where natural luxuries like wide-open spaces, fresh air, clean water and beautiful natural wilderness exist in abundance – for everyone. Sweden is a vast country, with just 23 inhabitants per square kilometre, compared to 257 in the UK. The country satisfies all requirements for an active vacation and a safe destination.

This combination of the unique natural assets, combined with a fascinating cultural heritage and bustling city life, makes Sweden an attractive destination all year around.
A PARTNER WHEN INVESTING IN SWEDEN

The Swedish tradition of innovation and globalisation has been essential for economic growth and domestic development. At Business Sweden, we are experts at connecting global companies with business opportunities in Sweden.

I am proud to say that that Sweden consistently ranks as one of the most competitive, productive and globalised countries in the world. Our country is an international leader in technology, innovation and R&D. Together with a highly-skilled and multinational labour force, sophisticated consumers, smooth business procedures and openness to international ownership, we boast an advanced and stable economy, attractive for international investments.

Business Sweden helps international companies to expand their business into Sweden, entering strategic partnerships or investing in Swedish companies. We are experienced in providing services before, during and after a business establishment and act as a link to Swedish industries, organisations and companies. By combining in-depth knowledge in Sweden’s leading industries with the established network across the country we are in a unique position in introducing you to successful business opportunities in Sweden.

Business Sweden is here to help you succeed in Sweden. We are looking forward to supporting your development, as the best partner when investing in Sweden.

“Business Sweden helps international companies to expand their business into Sweden, entering strategic partnerships or investing in Swedish companies.”

Ylva Berg, CEO Business Sweden

How we can help you

Business Sweden is the official Swedish trade and investment council. We help international companies to develop successful business in Sweden providing strategic advice, information and hands-on support - from initial evaluation of growth opportunities to final establishment, strategic partnership or capital investment. Services are free of charge and in full confidentiality.

MARKET AND INDUSTRY INSIGHTS.
To build your business case and prove the value of an establishment or investment, we provide you with customised information and benchmarking services on the Swedish market, business climate, industry sectors, operating costs, legal framework and more. We also have the integrity to dissuade an establishment or investment if justified.

BUSINESS OPPORTUNITY IDENTIFICATION.
Based on your sector priorities, our industry specialists identify and present market and industry opportunities in Sweden. We identify growth areas, key industry stakeholders, establishment strategies and next steps.

PARTNER SEARCH AND MATCHMAKING SUPPORT.
We act as a link to Swedish companies and introduce you to opportunities of strategic partnerships, R&D collaborations and other types of cooperation.

ESTABLISHMENT SUPPORT.
We provide you with information on how to set up and run a business in Sweden, including rules and regulations, legal entities, employment matters, taxes and more.

NETWORK ACCESS.
We introduce you to all necessary service providers, authorities and organisations.

LOCATION MANAGEMENT.
To help you find the right location and premises for your facilities, we coordinate site selection processes based on your requirements. Our regional and local network enables us to conduct site screening throughout Sweden and access detailed data.

Please contact us for more information about opportunities in Sweden and how we can be of assistance!

invest@business-sweden.se
www.business-sweden.com
WHICH REGION ARE YOU INTERESTED IN?

Business opportunities often relate to a skilled workforce, new customers, cost efficiency and local networks, such as innovation systems or clusters. The regional agencies can provide you with extensive local assistance throughout an establishment or expansion process.

1. Invest in Skåne
Stefan S. Johansson
+46 768 870725
stefan.johansson@skane.com
www.investinskane.com

2. Business Blekinge
Catharina Rosenquist
+46 455 30 50 29
Catharina.rosenquist@regionblekinge.se
www.regionblekinge.se

3. Region Kronoberg
Agata Uhlhorn
+46 470 58 30 70
agata.uhlhorn@kronoberg.se
www.regionkronoberg.se

4. Invest Halland
Jimmy Sandberg
+46 760 488 182
jimmy.sandberg@regionhalland.se
www.regionhalland.se

5. Invest in Kalmar County
Mattias Nylander
+46 480 44 83 30
mattias.nylander@rfkl.se
www.rfkl.se

6. Business Region Jönköping County
Mikael Gustafsson
+46 703 49 70 51
mikael.gustafsson@rjl.se
www.rjl.se

7. Business Region Göteborg AB (BRG)
Andreas Göthberg
+46 707 612 426
andreas.gothberg@businessregion.se
www.businessregion.se

8. Position Väst
Ann Palmnäs
+46 70 164 94 98
ann.palmnas@positionvast.se
www.positionvast.se

9. Invest in Skaraborg
Claes Fahlgren
+46 73 964 10
claes.fahlgren@skaraborg.se
www.investinskaborg.se

10. East Sweden Region
Mattias Flodström
+46 73 964 10
mattias.flodstrom@regionostergotland.se
www.eastsweden.se

11. Business Region Örebro (BRO)
Mats Helgesson
+46 19 21 26 15
mats.helgesson@orebro.se
www.businessregionorebro.se

12. Invest Stockholm
Anna Gissler
+46 8 508 280 00
invest@stockholm.se
www.investstockholm.com

13. Business Värmland
Melinda From
+46 70 249 03 94
melinda.from@businessvarmland.se
www.businessvarmland.se

14. Invest in Dalarna Agency
Johan Holmberg
+46 243 48 88 61
johan.holmberg@investindalarna.se
www.investindalarna.se

15. Invest in Gävleborg
Kjell Mickelsson
+46 26 65 02 93
kjell.mickelsson@regiongavleborg.se
www.investingavleborg.se

16. Business Region MidSweden, Jämtland County
Martina Lundholm
+46 70 696 95 41
martina.lundholm@regionjh.se
www.businessregionmidsweden.se

17. Grow Green, Västernorrland
Mikael Aamisepp
+46 73 270 45 74
mikael.aamisepp@harnosand.se

18. Invest in Västerbotten
Jörgen Niemann
+46 76 843 89 86
jorgen.niemann@regionvasterbotten.se
www.regionvasterbotten.se

19. Invest in Norrbotten
Jörgen Eriksson
+46 7 0 636 00 55
jorgen.eriksson@norrbotten.se
www.investinnorrbotten.se
Sweden attracts a large share of foreign direct investments. 14,000 foreign-owned companies employ 20 percent of the private workforce and account for 50 percent of Swedish exports.

Are you ready to invest in Sweden? To start a company is quick and straightforward. Sweden has a transparent system with minimal bureaucracy, no restrictions on foreign ownership or operations. These are some of the reasons why Forbes has listed Sweden in top for countries to do business in.

Read more at www.business-sweden.com