

# THE NORDICS

## TOP OF LEAGUE OUTPERFORMING EUROPE

Sweden is the very epicentre of the Nordic region, being the largest market, financial centre and hub for business in the region. Together the Nordic countries – Sweden, Denmark, Finland and Norway – make up the 11th largest economy in the world, consisting of 26 million inhabitants.

### The Nordic model – one region, four countries

Some consider them small nations up north but in fact, the Nordics are continuing to outperform the rest of Europe, showing higher scores on practically every chart and ranking one cares to construct.

The four countries are tied together historically through collaboration and many similarities – political visions, social security and cultural traditions – even language (except for Finnish). This has been internationally labelled as the “Nordic Model” – a hybrid system with its mix of social welfare benefits, openness and high-tech capitalism, which has made the region a highly attractive place for both living and doing business. Add to that security, transparency and lack of corruption.

### High performers in an international perspective

The Nordic economies, and especially Sweden and Norway, have shown strong development in recent years. The region has stood out from the rest of the developed world with its strong macroeconomic fundamentals. Low sovereign debt, transparent economies, a well-consolidated banking system and consumers with sound personal finances, produce a combination of stability and growth potential.

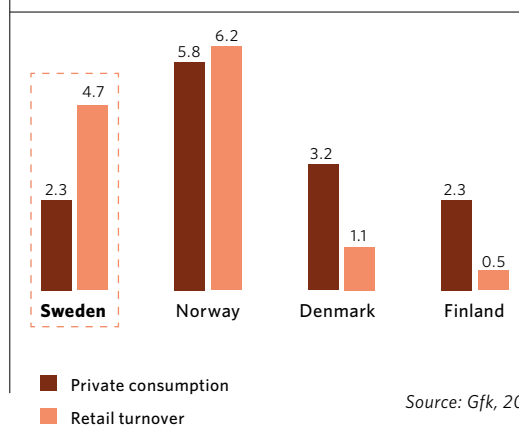
### Comparing wealth with price levels

Norway stands out with a GDP significantly higher than the rest of the Nordics and Europe, largely due to Norway’s abundance of oil. But one should also take into consideration that Norway is one of the most expensive countries to live in, with 52 percent higher prices on goods than the EU average. The Norwegians actually flock to Sweden to shop. Swedish consumers have the second highest GDP per capita in the Nordics and 24 percent higher than the European average, yet prices are not as high.

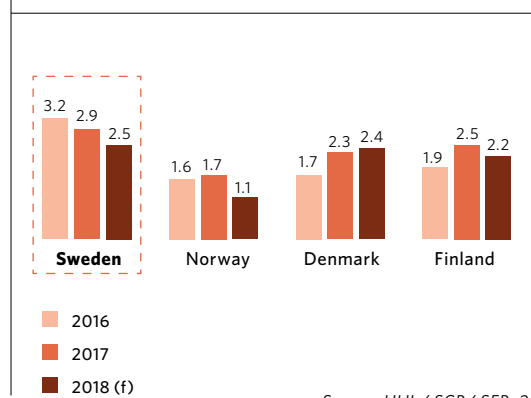
**Forbes recently named Sweden as the world's best country for doing business. Denmark, Finland and Norway also ranked in the top 10.**

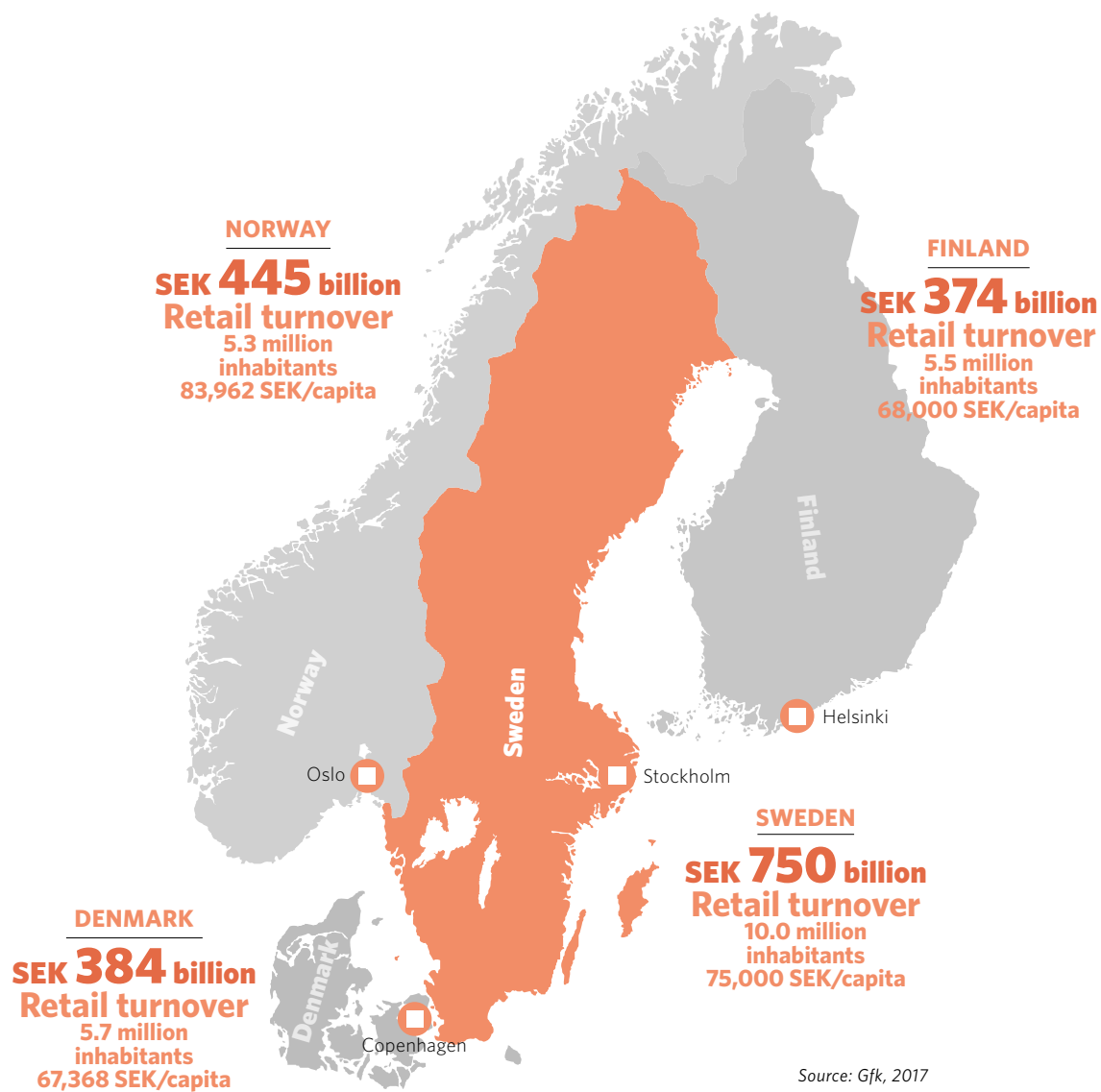
-Forbes Best Countries for Business 2017

**PRIVATE CONSUMPTION AND RETAIL DEVELOPMENT 2017 (F), %**



**GDP DEVELOPMENT AND FORECAST, %**





**PRICE LEVELS VS. GDP PER CAPITA - EUROPEAN RANKING**  
 (Index 2016)

EU-28=100	Price level	GDP per capita
Switzerland	170	159
Iceland	151	129
Norway	149	149
Denmark	139	125
Luxembourg	138	267
<b>Sweden</b>	<b>133</b>	<b>124</b>
Ireland	126	177
Finland	123	109
UK	122	118
Austria	111	126

Source: Eurostat, 2016

**PURCHASING POWER PER CAPITA**  
 Nordic capitals, 2015

	Inhabitants	Purchasing power Net annual income	Price levels incl. rent*
<b>Stockholm</b>	<b>924,000</b>	<b>79.4</b>	<b>62.8</b>
Oslo	659,000	81.7	79.9
Copenhagen	583,000	59.3	74.3
Helsinki	628,000	75.9	63.2

\*New York = Index 100, The price level rankings reveal the relative cost of goods and services worldwide.  
 Source: UBS, 2015