



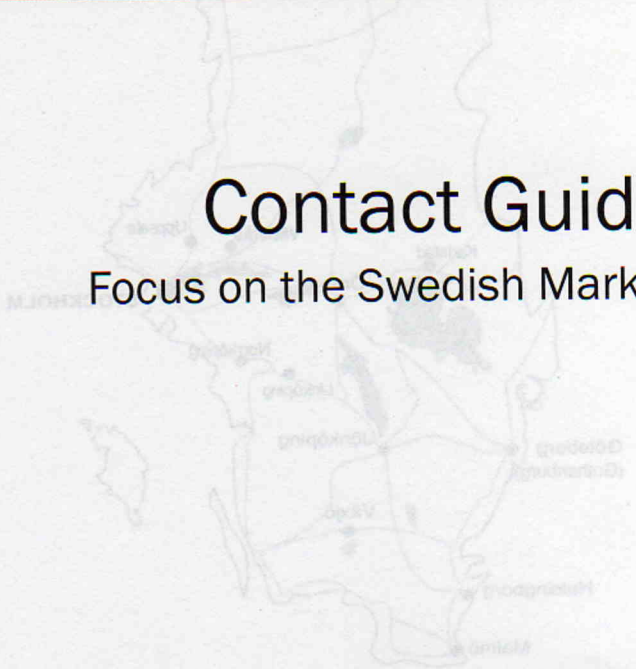
Swedish Chambers

TRADE PROMOTION PROGRAMME
OF THE SWEDISH CHAMBERS



Contact Guide

Focus on the Swedish Market



Area: 449,904 sq km
Population: 9 million

Capital: Stockholm
Stockholm city: 782,800 inr.
Greater Stockholm: 1.9 mill. inr.

Fish and Crustaceans

September 2005

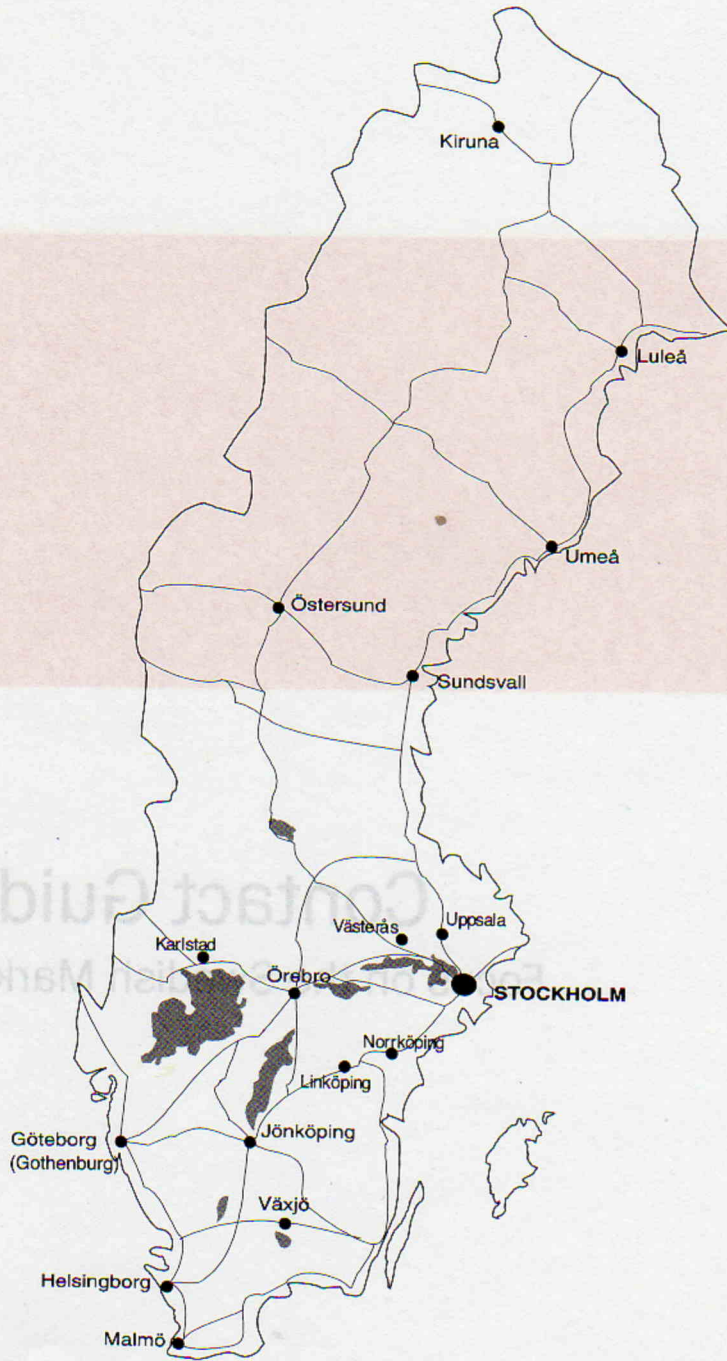
Some Distances:
Stockholm-Malmö 640 km
Stockholm-Göteborg 400 km
Stockholm-Sundsvall 400 km
Stockholm-Åre 1310 km

Currency:
1 krona (SEK) = 100 öre

Other Larger Cities:
Göteborg 482,000 inr.
Malmö 289,200 inr.
Uppsala 182,100 inr.
Lindköping 138,700 inr.
Västerås 131,500 inr.
Örebro 127,100 inr.
Åre 124,900 inr.

Form of Government:
Constitutional monarchy
parliamentary democracy

Map of Sweden



The European Union:

Austria
 Belgium
 Cyprus
 Czech Rep.
 Denmark
 Estonia
 Finland
 France
 Germany
 Great Britain
 Greece
 Hungary
 Ireland
 Italy
 Latvia
 Lithuania
 Luxemburg
 Malta
 Netherlands
 Poland
 Portugal
 Slovak Rep.
 Slovenia
 Spain
 Sweden

The EES/EEA area:

EU-countries, Iceland,
 Liechtenstein and Norway.

EFTA:

Iceland, Liechtenstein, Norway
 and Switzerland.

Facts about Sweden

Area: 449,964 sq.km
Population: 9.1million

Capital: Stockholm.
 Stockholm city 766.800 inh.
 Greater Stockholm 1.9 mil. inh.

Business language:
 Swedish, English

Religion:
 Lutheran

Other Larger Cities:
 Gothenburg 482,000 inh.
 Malmö 269,900 inh.
 Uppsala 182,100 inh.
 Linköping 136,700 inh.
 Västerås 131,500 inh.
 Örebro 127,100 inh.
 Norrköping 124,500 inh.

Form of Government:
 Constitutional monarchy,
 parliamentary democracy

Some Distances:

Stockholm-Malmö 640 km
 Stockholm-Gothenburg 490 km
 Stockholm-Sundsvall 400 km
 Stockholm-Kiruna 1310 km

Currency:

1 krona (SEK) = 100 öre

Contact Guide

Fish and Crustaceans

This Contact Guide contains addresses to companies and organisations engaged in supplying fish and crustaceans to the Swedish market.

The addresses have been collected from different open publications like company and product lists, telephone catalogues and similar sources of addresses. However, there is no guarantee that the companies listed in this Contact Guide will have any interest in your specific product(s).

Please note, that some of the Internet sites will only be available in Swedish as the company's information is mainly directed towards Swedish customers.

List of Contents

	Page
Food Processors	2
Importers and Wholesalers	2
- Fresh and Frozen	2
- Prepared and Preserved Products	4
General Wholesalers and Retailers	5
Specialised Wholesalers for the Catering Sector and Convenience Stores	5
Trade Fairs for the Seafood Industry	6
Food Magazines	7
Organisations and Authorities	8

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 September 2005



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Food Processors

Importing food processing companies.

Abba Skaldjur AB

Hovenäset SE-456 81 Kungshamn
Phone: +46 523 390 00
Fax: +46 523 379 52
Internet: www.abbaseafood.se
m, i

Domstein Enghav Sverige AB

Box 23, SE-456 21 Kungshamn
Phone: +46 523 708 00
Fax: +46 523 327 26
E-mail: info@enghav.com
Internet: www.enghav.com
m, i

Findus Sverige AB

Box 326, SE-201 23 Malmö
Phone: +46 40 20 40 40
Fax: +46 40 20 40 06
E-mail: ulf.gustafson@se.findus.com
Internet: www.findus.se
m, i

Foodia Fisk AB

Fiskhamnen Saltö, SE-71 37 Karlskrona
Phone: +46 455 195 70
Fax: +46 455 195 78
m, i

Sardus Food Partner AB

Hästmöllegränden 3, SE-252 20 Helsingborg
Phone: +46 42 38 39 40
Fax: +46 42 13 88 08
Internet: www.sardusfoodpartner.se
m, i

Smögen Seafood AB

Kleven, SE-450 43 Smögen
Phone: +46 523 66 70 00
Fax: +46 523 38 343
m, i

Importers and Wholesalers

A selection of agents, importers and wholesalers specialised in fish and crustaceans. See also Manufacturers and General Wholesalers & Retailers.

Fresh and Frozen

Some importers (marked with an i) only sell to wholesalers in Sweden, while others (marked i, w) are wholesalers as well and sell to food-processors, retailers, restaurants etc.

Asperöfisk

Fiskhamnen, SE-414 58 Göteborg
Phone: +46 31 24 16 46
Fax: +46 31 24 22 71
i, w

Astacus Seafood AB

Ringögatan 33, SE-417 07 Göteborg
Phone: +46 31 51 31 55
Fax: +46 31 22 90 29
E-mail: astacus@astacuseafood.se
i

BA Food

Fiskhamnen 11, SE-414 58 Göteborg
Phone: +46 31 24 83 90
Fax: +46 31 12 73 40
i, w

Björk & Magnusson AB

Torbonavägen 32, SE-253 68 Helsingborg
Phone: +46 42 29 60 50
Fax: +46 42 29 60 60
E-mail: info@bjork-magnusson.se
Internet: www.bjork-magnusson.se
i, w

Bröderna Hansson i Göteborg

Fiskhamnen, SE-414 58 Göteborg
Phone: +46 31 24 71 30
Fax: +46 31 24 71 32
i, w

Ce-Ge Fisk AB

Fiskhamnen 13, SE-414 58 Göteborg
Phone: +46 31 12 18 80
Fax: +46 31 12 18 79
E-mail: richard@cegefisk.se
Internet: www.cegefisk.se
i, w

Feldts Fisk o. Skaldjur AB

Roparebacken, SE-456 31 Kungshamn
 Phone: +46 523 707 00
 Fax: +46 523 707 55
 E-mail: info@feldts.se
 Internet: www.feldts.se
i, w

Filéfisk Göteborg AB

Fiskhamnen, SE-414 58 Göteborg
 Phone: +46 31 749 50 20
 Fax: +46 31 12 85 44
i, w

Fina Fisken AB

Fiskhamnen, SE-414 58 Göteborg
 Phone: +46 31 14 42 00
 Fax: +46 31 42 39 78
i, w

Fisk Idá

Fiskhamnen, SE-414 58 Göteborg
 Phone: +46 31 775 65 75
 Fax: +46 31 775 65 85
i, w

Fiskkompaniet Göteborg AB

Pirhus 2, Fiskhamnen, SE-414 58 Göteborg
 Phone: +46 31 14 94 78
 Fax: +46 31 14 60 30
 E-mail: info@fiskkompaniet.se
i, w

F W Holst International AB

Viktor Hasselbladsgata 9,
 SE-421 31 Västra Frölunda
 Phone: +46 31 20 00 10
 Fax: +46 31 20 21 95
 E-mail: info@holst-foods.se
i

Göteborgsfisk AB

Box 4031, SE-400 40 Göteborg
 Phone: +46 31 12 49 20
 Fax: +46 31 12 13 06
 E-mail: info@gbg-fisk.se
i, w

Hönöfisk AB

Fiskhamnen, SE-414 58 Göteborg
 Phone: +46 31 42 47 50
 Fax: +46 31 42 18 15
i, w

J.O. Food AB

Fiskhamnen, Pirhus 1, SE-414 58 Göteborg
 Phone: +46 31 704 84 90
 Fax: +46 31 704 84 99
 E-mail: jofood@telia.com
i

Kvalitetsfisk i Stockholm AB

Box 425, SE-128 06 Sköndal
 Phone: +46 8 447 50 50
 Fax: +46 8 447 50 69
i, w

Lerøy - Allt i Fisk AB

Fiskhamnen 11, SE-414 58 Göteborg
 Phone: +46 31 85 75 00
 Fax: +46 31 42 59 55
 E-mail: info@leroy.se
 Internet: www.leroy.no
i, w

Lerøy-Fiskgrossisterna AB

Fiskhallsvägen 18, SE-120 44 Årsta
 Phone: +46 8 81 14 10
 Fax: +46 8 81 25 15
 E-mail: info@leroy.se
 Internet: www.leroy.no
i, w

Lobster Seafood Sweden AB

Box 6078, SE-192 06 Sollentuna
 Phone: +46 8 444 34 80
 Fax: +46 8 626 95 25
 E-mail: info@lobster.se
 Internet: www.lobster.se
i

Lundqvist Fisk, AB J.

Hamngatan 7, SE-272 31 Simrishamn
 Phone: +46 414 411860
 Fax: +46 414 13 130
 E-mail: lundqvistfisk@telia.com
i

Nordhav i Lomma AB

Tenngatan 7, SE-234 35 Lomma
 Phone: +46 40 41 91 20
 Fax: +46 40 41 91 28
 E-mail: info@nordhav.se
 Internet: www.nordhav.se
i, w

Nordsjöfisk AB

Fiskhamnen, Pirhus 2, SE-414 58 Göteborg

Phone: +46 31 775 55 50

Fax: +46 31 12 99 94

E-mail: nordsjofisk@nordsjofisk.se

Internet: www.nordsjofisk.se

i, w

Pandalus AB

Box 5165, SE-121 18 Johanneshov

Phone: +46 8 5561 3310

Fax: +46 8 39 33 44

E-mail: info@pandalus.se

Internet: www.pandalus.se

i, w

Seafood Supply Sweden AB

Hällefundrag, 24, SE-426 58 V. Frölunda

Phone: +46 31 69 36 00

Fax: +46 31 69 36 25

E-mail: info@seafoodsupply.se

Internet: www.seafoodsupply.se

i, w

Skillinge Fisk-Impex AB

Box 17, SE-276 03 Skillinge

Phone: +46 414 305 75

Fax: +46 414 308 78

i, w

Theander AB, Lars

Box 80, SE-, SE-437 21 Lindome

Phone: +46 31 910 330

Fax: +46 31 911 191

E-mail: lathe@algonet.se

i

Ullmo AB

Box 7047, SE-192 07 Sollentuna

Phone: +46 8 626 72 10

Fax: +46 8 626 74 75

E-mail: info@ullmo.se

Internet: www.ullmo.se

i, w

Prepared and Preserved Products

Asian Super Market AB

Döbelnsgatan 6, SE-111 4 Stockholm

Phone: +46 8 16 96 17

Fax: +46 8 16 96 19

i, w

B&S Foods AB

Box 706, SE-174 27 Sundbyberg

Phone: +46 8 5061 0900

Fax: +46 8 5061 0940

a, i, w

Jörgensen & Co, AB P

Box 6, SE-147 21 Tumba

Phone: +46 8 778 97 50

Fax: +46 8 778 97 51

E-mail: joergfood@swipnet.se

a, i, w

Matkompaniet AB

Företagsgatan 55, SE-504 94 Borås

Phone: +46 33 22 52 00

Fax: +46 33 22 52 20

E-mail: info@matkompaniet.se

Internet: www.matkompaniet.se

i, w

Nordquist HAB, Arvid

Box 1285, SE-171 25 Solna

Phone: +46 8 799 18 00

Fax: +46 8 29 41 62

E-mail: info@arvid-nordquist.se

Internet: www.arvid-nordquist.se

m, a, i, w

General Wholesalers and Retailers

The Swedish wholesale and retail sections of the food trade are entirely dominated by four integrated retail groups, namely ICA, Coop (KF), Axfood and Bergendahls. It should be noted that both ICA (partowned by Ahold of Netherlands), Coop and Axfood are cooperating with other Scandinavian retail groups, especially regarding importing foods. Please refer to the Market Brief "Food Products".

All major food retail chains in Sweden belong to one of the four retail groups. They buy most of their goods through the wholesaling arm of the group, but direct buyings from outside sources (such as importers and agents) are sometimes made.

**Axfood Sverige AB /
Axfood Private Label AB**
Parkv. 2A, SE-171 78 Solna
Phone: +46 8 553 990 00
Fax: +46 8 553 990 96
E-mail: info@axfood.se
Internet: www.axfood.se
i, w

ICA Handlarnas AB
Vallgatan 7, SE-170 85 Solna
Phone: +46 8 585 500 00
Fax: +46 8 585 503 91
E-mail: info@ica.se
Internet: www.ica.se
i, w

Coop Sverige
Box 15200
SE-104 65 Stockholm
Phone: +46 8 743 10 00
Fax: +46 8 743 18 70
E-mail: info@coop.se
Internet: www.coop.se
i, w

Specialised Wholesalers for the Catering Sector and Convenience Stores

Catering and Restaurant Wholesalers

ICA Meny AB
Box 9081, SE-120 05 Årsta
Phone: +46 8 722 1400
Fax: +46 8 722 1117
Internet: www.icameny.se
i, w

Servera R & S AB
SE-112 89 Stockholm
Phone: +46 8 672 84 00
Fax: +46 8 672 84 39

E-mail: region.hk@servera.se
Internet: www.servera.se
i, w

ServiceGrossisterna AB
Box 1295, SE-164 29 Kista
Phone: +46 8 632 92 50
Fax: +46 8 751 22 66
E-mail: info-sgc@sgcab.com
Internet: www.servicegrossisterna.se
i, w

Trade Fairs for the Seafood Industry

Fair	Product Area/Exhibition Place	Date/Periodicity	Addresses
The International Boston Seafood Show (USA)	International seafood exhibition Boston Convention Center, Boston, Massachusetts Internet: www.bostonseafood.com	March Every year	Diversified Business Communications P.O. Box 7434 Portland, Maine 04112 USA Phone: +1 207 842 5500 Fax: +1 207 842 5503 E-mail: wb@divcom.com Internet: www.divbusiness.com
European Seafood Exposition (Belgium)	Brussels Exhibition Center, Brussels Internet: www.euroseafood.com	April / May Every year	Phone: +1 207 842 5500 Fax: +1 207 842 5503 E-mail: wb@divcom.com Internet: www.divbusiness.com
China Seafood Exposition (China)	China Seafood Exhibition is being held at the Shanghai New International Expo Centre (SNIEC), Internet: www.chinaseafood.com	June Every year	
SIAL Paris (France)	International Food Exhibition Paris Nord Villepointe Exhibition Center, Paris	October Every 2nd year, even years	SIAL 1, rue du Parc F-92300 Levallois-Peret, France Phone: +33 1 4968 5488 *Fax: +33 1 4968 5632 E-mail: sial@sial.fr Internet: www.sial.fr
ANUGA (Germany)	International Food and Beverage Industries Fair	October Every 2nd year, odd years	Köln Messe GmbH Messeplatz 1, D-50679 Köln, Germany Phone: +49-221-8210 Fax: 49-221-821 2574 E-mail: info@koelnmesse.de Internet: www.koelnmesse.de www.anuga.de

Trade fairs in Scandinavia: www.fairlink.se

Food Magazines

A selection of catering and consumer magazines covering food products.
There are no magazines specifically for the seafood sector.

Note that all magazines listed here are in Swedish only

Restaurant and Catering Magazines

Restaurang & Storhushåll
SE-721 85 Västerås
Phone: +46 21 19 40 00
Fax: +46 21 19 42 10
E-mail: sven-olof.rudenas@icaforlaget.se
Internet: www.icaforlaget.se

RS Restauranger & Storkök
Box 72001, SE-181 22 Lidingö
Phone: +46 8 670 41 00
Fax: +46 8 661 64 55
Internet: www.foodnet.se

Restauratören Magasin / Nyheter
Box 1158, SE-111 81 Stockholm
Phone: +46 8 762 74 00
Fax: +46 8 411 3816
E-mail: redaktionen@restauratoren.se
Internet: www.restauratoren.se

Food Consumer Magazines

Allt om Mat
SE-105 44 Stockholm
Phone: +46 8 736 53 00
Fax: +46 8 34 00 88
E-mail: red@aom.bonnier.se
Internet: www.alltommat.se

Gourmet
Kungsgatan 29, SE-111 56 Stockholm
Phone: +46 8 5250 5131
Fax: +46 8 5250 5101
E-mail: mail@gourmet.se
Internet: www.gourmet.se

Må Bra (Feeling Good)
SE-115 93 Stockholm
Phone: +46 8 679 46 00
Fax: +46 8 667 34 39
E-mail: redaktionen@mabra.aller.se
Internet: www.mabra.com

Organisations and Authorities

A selection of organisations and authorities involved in the Swedish food industry and trade.

Food Industry Organisations

Association of Swedish Fish Wholesalers

c/o Skillinge Fisk-Impex AB
Box 17, SE-276 03 Skillinge
Phone: +46 414 305 75
Fax: +46 414 308 78

Federation of Swedish Fish Industries and Trade

Box 24, SE-451 15 Uddevalla
Phone: +46 522 39 369
Fax: +46 522 100 31
Internet: www.fiskbranschen.se

Swedish Food Federation

Box 16347, SE-103 26 Stockholm
Phone: +46 8 762 65 00
Fax: +46 8 762 65 12
E-mail: info@li.se
Internet: www.li.se

Other Organisations

Association of Swedish Chambers of Commerce and Industry

Box 16050, SE-103 21 Stockholm
Phone: +46 8 555 100 33
Fax: +46 8 556 316 30
E-mail: tradeofficer@chamber.se
Internet: www.cci.se/trade

Swedish Association of Agents

Box 13007, SE-103 02 Stockholm
Phone: +46 8 411 00 22
Fax: +46 8 411 00 23
E-mail: mail@agenturforetagen.se
Internet: www.agenturforetagen.se

Swedish Federation of Trade

SE-103 29 Stockholm
Phone: +46 8 762 77 00
Fax: +46 8 762 77 77
E-mail: info@svenskhandel.se
Internet: www.svenskhandel.se

Authorities

National Food Administration

Box 622, SE- 751 26 Uppsala
Phone: +46 18 17 55 00
Fax: +46 18 10 58 48
E-mail: livsmedelsverket@slv.se
Internet: www.slv.se

National Board of Fisheries

Box 423, SE-401 26 Göteborg
Phone: +46 31 743 03 00
Fax: +46 31 743 04 44
E-mail: fiskeriverket@fiskeriverket.se
Internet: www.fiskeriverket.se

National Board of Trade

Box 6803, SE-113 86 Stockholm
Phone: +46 8 690 4800
Fax: +46 8 30 67 59
E-mail: registrator@kommers.se
Internet: www.kommers.se

Statistics Sweden SCB

Box 24300, SE-104 51 Stockholm
Phone: +46 8 506 948 01
Fax: +46 8 506 948 99
E-mail: information@scb.se
Internet: www.scb.se

Swedish Customs

Box 12854, SE-112 98 Stockholm
Phone: +46 8 771 23 23 23
Fax: +46 8 20 80 12
E-mail: contact form via Internet
Internet: www.tullverket.se
Customs tariffs: <http://taric.tullverket.se>

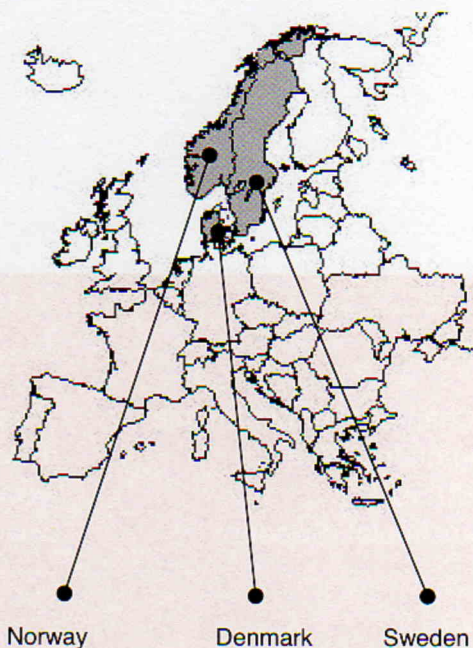
The Scandinavian Market

There are many similarities among the Scandinavian countries with regard to culture, language, political and social systems etc. Also when it comes to consumer behaviour and product preferences you find many similarities.

When entering one of the Scandinavian markets it therefore might be relevant to consider the possibilities in the other Scandinavian countries as well.

All Scandinavian countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Denmark, Norway and Sweden.

Inhabitants:	Denmark	5.4 million
	Norway	4.6 million
	Sweden	9.1 million



Denmark

The Danish Import Promotion Office, DIPO, is integrated in the Danish Chamber of Commerce and operates under a contract between The Danish International Development Assistance (DANIDA) and the Danish Chamber of Commerce.

The objective of DIPO is to assist exporters/producers in Africa, Asia and Latin America to enter the Danish market.

At DIPO's website www.dipo.dk you can read more about DIPO and its activities, download or order market information material regarding the Danish market or register your business offer to be advertised on the website.

Contact details:

The Danish Chamber of Commerce / DIPO

Boersen, Slotsholmsgade
DK-1217 Copenhagen K, Denmark
Phone: +45-70 13 12 00
Fax: +45-33 12 05 25
E-mails: dipo@hts.dk
mvh@hts.dk
mas@hts.dk

Norway

The Norwegian Import Promotion office, HSH IPO Service, operates under a contract between HSH (The Federation of Norwegian Commercial and Service Enterprises) and NORAD (Norwegian Agency for Development Cooperation). HSH IPO Service is integrated in HSH - but are fully sponsored by NORAD.

From the website www.hsh-org.no you can read more about HSH. We are currently working on developing a matching platform between selected Norwegian importers/wholesalers and professional exporters from developing countries. This website is in collaboration with CBI in Holland and is expected to be working from March 2004. Access to the importer/exporter matching platform will be through our www.hsh-org.no.

Contact details:

HSH - Office of Import Promotion
PO Box 2900 Solli
NO-0230 Oslo, Norway
Switch: +47-22 54 17 00
Direct: +47-22 54 17 52
Fax: +47-22 56 17 00
E-mail: e.d.gjeruldsen@hsh-org.no

Sweden

Within the trade promotion programme of the Swedish Chambers assistance is provided to exporters from Africa, Asia and Latin America. The overall aim of the programme is to contribute to sustainable economic growth in developing countries by strengthening the capacity and competitiveness of exporters.

From the website www.cci.se/trade you can learn more about the programme, download or order market reports as well as register your business inquiry free of charge in the database Chamber Trade (www.chambertrade.com).

The programme is funded by the Swedish International Development Co-operation Agency (Sida) and the Swedish Chambers of Commerce.

Contact details:

Swedish Chambers of Commerce
Trade Promotion / Sida
PO Box 16050
SE-10321 Stockholm, Sweden
Phone: +46-8-555 100 33
Fax: +48-8-566 316 30
E-mails: tradeoffice@chamber.se
info@chambertrade.com



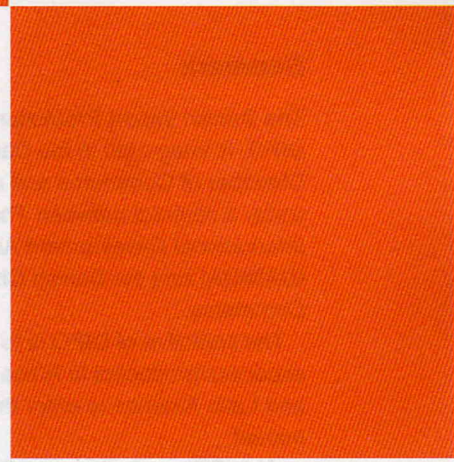
The Scandinavian Market
 There are many similarities among the Scandinavian countries with regard to culture, language, political and social systems etc. Also when it comes to consumer behaviour and product preferences you find many similarities.
 When entering one of the Scandinavian markets it is often a good idea to consider the possibilities in the other Scandinavian countries as well. All Scandinavian countries are members of the EU and the EFTA. Below you will find a short overview of the possibilities in the Scandinavian market.

Swedish Chambers of Commerce
 Trade promotion / Sida
 PO Box 160 50
 103 21 Stockholm, Sweden

Phone: + 46 (0)8 555 100 33
 Fax: + 46 (0)8 555 316 30
www.cci.se/trade
www.chambertrade.com



Swedish Chambers



Sweden

When the trade promotion program of the Swedish Chambers of Commerce is provided to exporters from Africa, Asia and Latin America. The overall aim of the program is to contribute to sustainable economic growth in developing countries by strengthening the capacity and competitiveness of exporters. From the website www.cci.se you can learn more about the program, download an order form which can be used as a registration form for your business and apply for a free of charge visit to the Swedish Chamber of Commerce. The program is funded by the Swedish International Development Cooperation Agency (Sida) and the Swedish Chambers of Commerce.

Contact details:
 Swedish Chambers of Commerce
 Trade Promotion / Sida
 PO Box 160 50
 SE-103 21 Stockholm, Sweden
 Phone: +46 8 555 100 33
 Fax: +46 8 555 316 30
 E-mail: verksamhet@cci.se
www.chambertrade.com

Norway

The Norwegian Trade Promotion Office (HTP) provides exporters with a contact between HHT (The Federation of Norwegian Exporters) and NORAD (Norwegian Agency for Development Cooperation). HHT is a service organization in HHT - but not fully approved by NORAD. From the website www.hht.no you can learn more about HHT. We are currently working on developing a trading system between selected Norwegian exporters, wholesalers and professional export firms in developing countries. The website is in collaboration with CEI in Holland and is expected to be ready from March 2004. Access to the program is free of charge. For more information contact the website.

Contact details:
 HHT - Office of Trade Promotion
 PO Box 2500 Oslo
 NO-0220 Oslo, Norway
 Phone: +47 22 34 11 00
 Fax: +47 22 34 11 00
 E-mail: info@hht.no



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