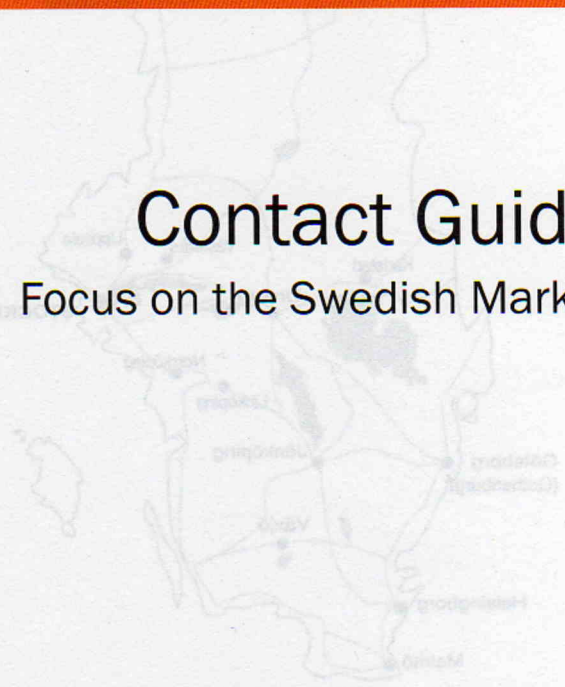


TRADE PROMOTION PROGRAMME  
OF THE SWEDISH CHAMBERS



# Contact Guide

Focus on the Swedish Market



## Facts about Sweden

Some Distances:  
Stockholm-Malmö 640 km  
Stockholm-Göteborg 490 km  
Stockholm-Sundsvall 400 km  
Stockholm-Torun 1310 km

Other Larger Cities:  
Göteborg 482,000 inh.  
Malmö 288,200 inh.  
Uppsala 182,100 inh.  
Linköping 138,700 inh.  
Västerås 137,500 inh.  
Örebro 127,100 inh.  
Norköping 124,500 inh.

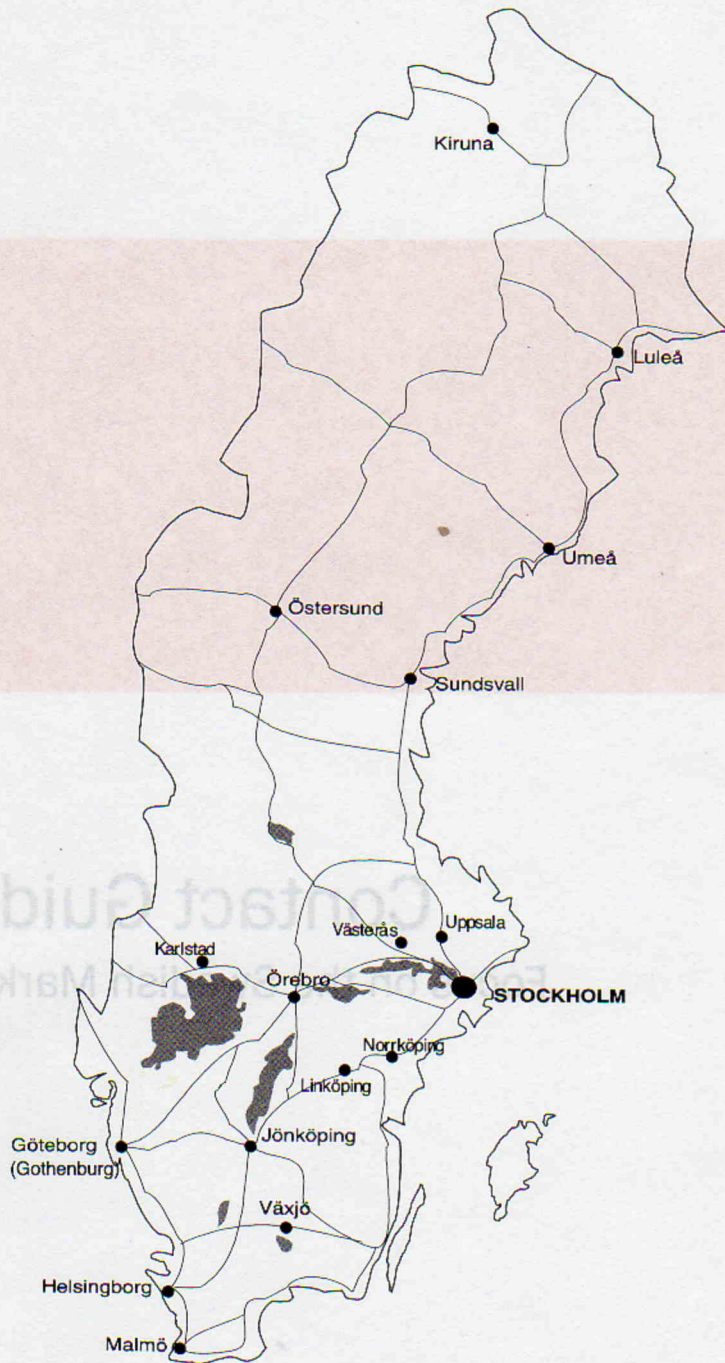
Area: 448,984 sq km  
Population: 9 million  
Capital: Stockholm  
Stockholm city: 785,800 inh.  
Greater Stockholm: 1.9 ml. inh.

# Coffee

October 2005

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  
 Luxembourg  
 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

# Coffee

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

The addresses have been collected from different open publications like company and product lists, telephone catalogues, Internet sites 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
Domestic Roasters	2
Agents and Importers	3
Retail groups	4
Specialised Wholesalers	
- for the Convenience Store Sector	5
- for the Catering Sector	5
Trade Fairs for the Food and Beverage Trade	6
Food Magazines	9
Organisations and Authorities	10

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 October 2005



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## Domestic Roasters

Domestic roasting companies including coffee companies with roasting by subcontractors.

### Arvid Nordquist HAB

PO 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, IMP,

### Bergman & Bergstrand AB

Bessemerg 4, SE-417 07 Göteborg  
Phone: +46 31 51 11 78  
Fax: +46 31 51 03 58  
E-mail: info@bergstrands.se  
Internet: www.bergstrands.se  
• M, IMP, A, W

### Biodynamiska Produkter

Tuna Industriväg 17, SE-153 30 Järna  
Phone: +46 8 554 810 30  
Fax: +46 8 554 810 39  
E-mail: info@biodynamiskaprodukter.se  
• IMP, A, W, MS

### Guldrutans Kafferosteri AB

PO Box 29, SE-826 21 Söderhamn  
Phone: +46 270 126 08  
Fax: +46 270 186 28  
E-mail: info@guldrutan.se  
Internet: www.guldrutan.se  
• M, IMP, W

### Johan&Nyström

Hamringevägen 1, SE-146 41 Tullinge  
Phone: +46 8 530 224 40  
Fax: +46 31 75 57 699  
E-mail: info@johanochnystrom.se  
Internet: www.johanochnystrom.se  
• M, IMP

### KaffeBönan Handels AB

Box 840, SE-781 28 Borlänge  
Phone: +46 243 79 20 00  
Fax: +46 243 79 20 01  
E-mail: info@kaffebonan.se  
Internet: www.kaffebonan.se  
• MS, IMP, A, W

### Kahls Kaffe AB

Beatrice Lesslies gata 18, SE-421 31 V Frölunda  
Phone: +46 31 7557600  
Fax: +46 31 75 57 699

E-mail: mail@kahls.se  
Internet: www.kahls.se  
• M, IMP, A, W

### Kraft Foods Sverige AB

SE-194 86 Upplands Väsby  
Phone: +46 8 627 10 00  
Fax: +46 8 98 61 00  
E-mail: kraftfoodssverige@kraftfoodseurope.com  
Internet: www.kraftfoodsnordic.com,  
www.gevalia.se  
• M, IMP

### Kung Markatta AB

Hjälmarsberg, SE-705 95 Örebro  
Phone: +46 19 30 73 00  
Fax: +46 19 32 02 01  
E-mail: info@kungmarkatta.se  
Internet: www.kungmarkatta.se  
• IMP, A, W, MS

### KW Karlberg AB

PO Box 2109, SE-132 02 Saltsjö-Boo  
Phone: +46 8 715 88 00  
Fax: +46 8 715 33 80  
E-mail: info@aromakaffe.se  
Internet: www.aromakaffe.se  
• M, IMP, A, W

### Lindvalls Kaffe AB

PO Box 396, SE-751 06 Uppsala  
Phone: +46 18 480 20 00  
Fax: +46 18 480 20 11  
E-mail: info@lindvallskaffe.se  
Internet: www.lindvallskaffe.se  
• M, IMP, W

### Löfbergs Lila AB

PO Box 1501, SE-651 21 Karlstad  
Phone: +46 54 14 01 00  
Fax: +46 54 14 01 35  
E-mail: info@lofbergslila.se  
Internet: www.lofbergslila.se  
• M, IMP, A, W

### Ostindia Rosteriet AB

Fredenvägen 11, SE-186 92 Vallentuna  
Phone: +46 8 511 70 1 00  
Fax: +46 8 511 79 184  
E-mail: kontakt@ostindia.se  
Internet: www.ostindia.se  
• M, IMP, W

**Sultankaffe Rosteri AB**  
 Vedåkra 1309, SE-242 97 Hörby  
 Phone: +46 415 221 25  
 Fax: +46 415 221 26  
 E-mail: info@sultankaffe.com  
 Internet: www.sultankaffe.com  
 • M, IMP

**Zoégas Kaffe AB**  
 PO Box 7073, SE-250 07 Helsingborg  
 Phone: +46 42 19 33 00  
 Fax: +46 42 14 76 80

E-mail: info@se.nestle.com  
 Internet: www.zoegas.se  
 • M, IMP, A, W

**Unicafé i Ruda AB**  
 Andrées väg 21, SE-570 76 Ruda  
 Phone: +46 491 76 61 06  
 Fax: +46 491 76 61 07  
 E-mail: unicafe@hogsby.net  
 • M, IMP, A, W

## Agents and Importers

See also Retail Groups and Specialised Wholesalers.

**Acapo Pausdrycker AB**  
 Torsåsg 8, SE-392 39 Kalmar  
 Phone: +46 480 240 01  
 Fax: +46 480 240 72  
 E-mail: info@acapo.se  
 Internet: www.acapo.se  
 • IMP, A, W

**Rättvis Handel Import AB**  
 Bessemergatan 4, SE-417 07 Göteborg  
 Phone: +46 31 22 46 96  
 Fax: +46 31 22 46 97  
 E-mail: info@rattvishandel.se  
 Internet: www.rattvishandel.se  
 • IMP, A, W

**Arne Vittrup & Co AB**  
 PO Box 53, SE-182 05 Djursholm  
 Phone: +46 8 755 77 55  
 Fax: +46 8 755 07 08  
 E-mail: carl.ljungdahl@repola.se  
 • A

**Nordiska kaffebolaget, H Hansson & Co AB**  
 PO Box 5003, SE-102 41 Stockholm  
 Phone: +46 8 662 06 63  
 Fax: +46 8 661 41 68  
 • IMP, W, R

**Himalaya Te & Kaffespecialisten AB**  
 PO Box 305, SE-118 72 Stockholm  
 Phone: +46 8 643 85 40, 21 88 70  
 Fax: +46 8 640 46 01  
 E-mail: mats@himalaya-te-kaffe.se  
 • IMP, W, R

**Nordmarketing**  
 Oxhagsgatan 76, 3tr , SE-561 50 Husövarna  
 Phone: +46 36 13 87 60  
 Fax: +46 36 13 69 35  
 E-mail: lars.n@nordmarketing.se  
 • IMP, A

**Inge Karlsson Handels AB**  
 Box 96, SE-741 22 Knivsta  
 Phone: +46 18 34 94 40  
 Fax: +46 18 34 39 42  
 E-mail: inge@ingek.se  
 Internet: www.ingek.se  
 • A, IMP, W

**North & South Fair Trade AB**  
 Wrångebäck, SE-544 94 Hjo  
 Phone: +46 503 200 01  
 Fax: +46 503 201 65  
 E-mail: north.south@swipnet.se  
 • IMP, W

**Sackeus AB**  
 Bessemangatan 4, SE-417 04 Göteborg  
 Phone: +031-65 48 00  
 Fax: +46 031-65 48 05  
 E-mail: info@sackeus.se  
 Internet: www.sackeus.se  
 • IMP, A, W

**Stig Castenbäck AB**  
 Snipkroken 1, SE-112 64 Stockholm  
 Phone: +46 8 13 03 25  
 Fax: +46 8 656 20 21  
 E-mail: castenback@telia.com  
 • A

**Richard Svensson Agenturer AB**  
Ulvsundavägen 153B, SE-168 67 BROMMA  
Phone: +46 8 653 49 12  
Fax: +46 8 650 69 50  
E-mail: richard.svensson@mailbox.swipnet.se  
• **A, IMP**

**Tore Smith & Son AB**  
PO Box 43, SE-239 21 Skanör  
Phone: +46 40 47 57 80  
Fax: +46 40 45 86 42  
E-mail: tore.smith@toresmithoson.se  
• **IMP, A, W**

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## Retail Groups

The Swedish wholesale and retail sections of the food trade are entirely dominated by four integrated retail groups, namely ICA, Coop, Axfood and Bergendahls. It should be noted that both ICA (partowned by Ahold of Netherlands), Coop Sweden and Axfood are cooperating with other Scandinavian retail groups, especially regarding importing foods. (That is why Coop Norden is listed below and not Coop Sweden).

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 AB**  
SE-103 90 Stockholm  
Phone: +46 8 553 998 00  
Fax: +46 8 553 998 05  
E-mail: info@axfood.se  
Internet: www.axfood.se  
• **W, IMP, MS, R**

**ICA AB**  
*Import department foods*  
SE-170 85 Solna  
Phone: +46 8 585 500 00  
Fax: +46 8 585 506 94  
E-mail: info@ica.se  
Internet: www.ica.se  
• **W, IMP, A, MS, R**

**BergendahlsGruppen AB**  
PO Box 14, SE-281 21 Hässleholm  
Phone: +46 451 480 00  
Fax: +46 451 150 01  
E-mail: info@bergendahls.se  
Internet: www.bergendahls.se  
• **W, IMP, A, MS, R**

**Coop Norden AB**  
*Food*  
Roskildevvej 65,  
DK-2620 Albertslund, Denmark  
Phone: +45 43 863 003  
Mobile: +45 51 596 003  
Fax: +45 43 864 239  
E-mail: hans.rasmussen@coop.dk  
Internet: www.coopnorden.dk  
• **W, IMP, A, MS, R**

## Specialised Wholesalers for the Convenience Store Sector

**BergendahlGruppen AB**  
PO Box 14, S-281 21 Hässleholm  
Phone: +46 451 480 00  
Fax: +46 451 150 01  
E-mail: info@bergendahls.se  
Internet: www.bergendahls.se  
• **W, IMP, A**

**Axfood Närlivs AB**  
Box 1742, 701 17 Örebro  
Phone: +46 19 603 03 50  
Fax: +46 19 603 03 06

E-mail: info@axfood.se  
Internet: www.axfood.se  
www.narlivs.se

• **w, IMP, a**

**ICA Meny AB**  
P O Box 9081, SE-120 05 Årsta  
Phone: +46 8 722 14 00  
Fax: +46 8 722 14 94  
E-mail: kontakt.servicehandel@ica.se  
Internet: www.icameny.se  
• **W, IMP, A**

## Specialised Wholesalers for the Catering Sector

**Arno Holm Matgrossisten AB**  
Åbyv 20, SE-120 44 Årsta  
Phone: +46 8 506 888 88  
Fax: +46 8 506 888 99  
E-mail: info@arnoholm.se  
Internet: www.amoholm.se  
• **W, IMP**

**ICA Menyföretagen AB**  
P O Box 9081, SE-120 05 Årsta  
Phone: +46 8 722 14 00  
Fax: +46 8 722 11 17  
E-mail: kontakt.restaurangostorkok@ica.se  
Internet: www.icameny.se  
• **W, IMP, A, MS, R**

**Konserv-Kompaniet, AB**  
PO Box 1011, SE- 611 29 Nyköping  
Phone: +46 155 20 03 00  
Fax: +46 155 20 03 28  
E-mail: info@konservkompaniet.se  
Internet: www.konservkompaniet.se  
• **W, IMP**

**KÅKÅ AB**  
Box 63, 234 22 Lomma  
Phone: +46 40 641 95 00  
Fax: +46 40 641 95 89  
E-mail: info@kaka.se  
Internet: www.kaka.se  
• **W, IMP**

**Martin Olsson Restauranghandel AB**  
PO Box 1003, SE-121 23 Johanneshov  
Phone: +46 8 722 25 00  
Fax: +46 8 81 72 56

E-mail: info@martinolsson.se  
Internet: www.martinolsson.se  
• **W**

**Servera R&S AB**  
Strandbergsgatan 61, SE-112 89 Stockholm  
Phone: +46 8 67 28 400  
Fax: +46 8 67 28 439  
E-mail: region.hk@servera.se  
Internet: www.servera.se  
• **W, IMP**

**Stiab**  
Svarvarv 7, SE-142 50 Skogås  
Phone: +46 8 609 02 03  
Fax: +46 8 771 51 10  
E-mail: via internet  
Internet: www.stiab.se  
• **W, IMP**

**ServiceGrossisterna AB**  
PO Box 1295, SE-164 29 Kista  
Phone: +46 8 63 29 250  
Fax: +46 8 751 22 66  
E-mail: info-sgc@sgcab.com  
Internet: www.servicegrossisterna.se  
• **W, IMP**

**Svensk Snabbmat för Storkök AB**  
PO Box 901 74, SE-120 22 Årsta  
Phone: +46 8 602 59 00  
Fax: +46 8 602 59 29  
E-mail: info.stockholm@snabbmat.se  
Internet: www.snabbmat.se  
• **W, IMP**

## Trade Fairs for the Food and Beverage Trade

The three most important trade fairs for the Swedish (as well as European) food and beverage trade are **Sial** in Paris, **Anuga** in Köln and **Grüne Woche** in Berlin.

Paris, France:

### **SIAL**

2006: October 22 - 26

Every 2<sup>nd</sup> year

One of the worlds largest international food and beverage trade fair.

No. of exhibitors: 5 200 from 98 countries

Visitors: 135 000 from 188 countries

### **Contact:** SIAL

1 Rue du Parc

F- 92 593 Levallois-Perret, France

Visitor Information:

Phone: +33 1 49 68 54 99

Fax: +33 1 47 31 37 82

Exhibitor Information:

Phone: +33 1 49 68 54 98

Fax: +33 1 49 68 56 32

E-mail: [sial@sial.fr](mailto:sial@sial.fr)

Internet: [www.sial.fr](http://www.sial.fr)

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Köln (Cologne), Germany:

### **Anuga**

2005: October 8 – 12

2007: October 13 - 17

Every 2<sup>nd</sup> year

Anuga is (together with Sial in Paris) regarded as the most important information and ordering trade fair for the food and drink industry worldwide.

No. of exhibitors: More than 6 000

Visitors: 161 000 from 157 countries

### **Contact:** Messe Köln

Messeplatz 1, D-50 679 Köln

Phone: +49 221 821 2700

Fax: +45 221 821 2574

E-mail: [info@koelnmesse.de](mailto:info@koelnmesse.de)

Internet: [www.anuga.de](http://www.anuga.de)

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Berlin, Germany:

### **Internationale Grüne Woche / International Green Week**

2006 : January 13 - 22

Every year

International Green Week Berlin is an international exhibition of food, agriculture and horticulture made up of national group participations and product markets, this event is utilised by food and semi-luxury producers from around the world as a sales and test market for their products.

Fresh produce including fruit and vegetables, fish, meat and dairy products play an important role in the presentations. A nearly complete offer of wines, beers and spirits, as well as international delicacies are presented at this fair. A special product area is the bio market concentrating on products from organic farming. Products: International foods and semi-luxuries, marketable fresh produce of all kinds; product markets for beer, wine and sparkling wines, meat and sausage, seafood, tea/herbs and spices.

Visitors: Consumers from Germany and the surrounding European countries. Representatives from the food industry, wholesaling and retailing, importers of agricultural products; national and international specialists from all fields of agriculture and forestry, gardening and the fishing industry; agricultural experts from government and administration, press and journalists.

Conferences: Linked to the exhibition are a great number of meetings and conferences. The East-West Agricultural Forum takes place for the 13 th time - 14.01.2006.

### **Contact:** Messe Berlin GmbH

Messedamm 22, D-14 055 Berlin

Phone: +49 30 3038-2026/2027

Fax: +49 30 3038-2019

E-mail: [igw@messe-berlin.de](mailto:igw@messe-berlin.de)

Internet: [www.greenweek.de](http://www.greenweek.de)

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Stockholm, Sweden:

**Stockholm Public Food & Beverage Show**

2005: November 11 - 13

2006: November 10 - 12

Every year

Public fair for food, beverage and kitchen utensils.

Exhibitors/Products:

- \* Food - manufacturers, suppliers, wholesalers and retailers
- \* Beverages - importers, wholesalers, producers
- \* Kitchen utensils
- \* Literature, travel, education connected to food
- \* Interest- and trade organizations
- \* Other, internetshopping etc

No. of exhibitors: 120

Visitors: 30 000. Public interested in food and cooking.

**Contact:** Stockholm International Fairs

SE-125 80 Stockholm

Phone: +46 8 749 41 00

Fax: +46 8 749 61 92

E-mail: [detgodakoket@stofair.se](mailto:detgodakoket@stofair.se)

Internet: [www.detgodakoket.se](http://www.detgodakoket.se)

Stockholm, Sweden:

**Gastro Nord & Vinordic**

2006: April 24 - 27

Every 3<sup>rd</sup> year

**GastroNord** is an international trade fair for hotels and restaurants. Contains everything from food ingredients to food equipment.

Products: Food and beverages. Fast food.

Appliances, automats and utensils. IT and administrative aids. Packaging. Hygiene and cleaning. Interior design and environment.

No. of exhibitors: 500

Visitors: 40,000. Hotels and restaurants. Catering services. Company restaurants. Fast Food outlets. Bakeries and tea shops.

**Vinordic** is a Scandinavian trade fair for alcoholic beverages and is open for employees of licensed restaurants, hotels, and retail outlets, and the tax-free trade. Vinordic is arranged together with

GastroNord. No. of exhibitors: 200

Products: Wine, spirits, cider, beer.

Visitors: 23000. Restaurants, hotels, wine-waiters, bartenders. Store personnel at Systembolaget, writers on wine and beer.

**Contact:** Stockholm International Fairs

SE-125 80 Stockholm

Phone: +46 8 749 41 00

Fax: +46 8 749 61 92

E-mail: [gastronord@stofair.se](mailto:gastronord@stofair.se),

[vinordic@stofair.se](mailto:vinordic@stofair.se)

Internet: [www.gastronord.com](http://www.gastronord.com)

[www.vinordic.com](http://www.vinordic.com)

Göteborg, Sweden:

**Interfood with Scandinavian FastFood**

**Wine and Spirits Expo**

2007: Autumn

Every 3<sup>rd</sup> year

Interfood is the biggest venue in Scandinavia for suppliers and customers in the fast food, convenience store, restaurant, catering, hotel, and wine and spirits sectors

**Contact:** Swedish Exhibition Centre

SE-412 94 Göteborg

Phone: +46 31 708 80 00

Fax: +46 31 16 03 30

E-mail: [infomaster@swefair.se](mailto:infomaster@swefair.se)

Internet: [www.swefair.se](http://www.swefair.se)

Jönköping, Sweden:

**Elmia Food Mart**

2007: March 13 - 15

Every 2<sup>nd</sup> year

Trade fair for the Scandinavian retail trade.

Products: Consumer packed food and beverages for the retail trade.

Visitors: Retailers, wholesalers, importers, agents, brokers, manufacturers, etc.

**Contact:** Elmia,

PO Box 6066, SE-550 06 Jönköping

Phone: +46 36 15 20 00

Fax: +46 36 16 46 92

E-mail: [foodmart@elmia.se](mailto:foodmart@elmia.se)

Internet: [www.elmia.se/foodmart](http://www.elmia.se/foodmart)

Copenhagen, Denmark:

**TEMA - 2007**

**International Food Fair of Scandinavia  
Hotel, Restaurant & Catering Trade Fair  
Copenhagen Wine & Spirits Show  
Contract Kitchen Equipment**

2007 Februar 25 -28

2009 Februar 22 - 25

Every 2<sup>nd</sup> year

International trade fair for food, beverages and catering

No. of exhibitors: More than 400

Visitors: 45 000

**Contact:** Bella Center

Center Boulevard 5

DK-2300 Kobenhavn S

Phone: +45 32 52 88 11

Fax: +45 32 51 96 36

E-mail: [bc@bellacenter.dk](mailto:bc@bellacenter.dk)

Internet: [www.tema07.dk](http://www.tema07.dk)

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Copenhagen, Denmark

**Coffee, Tea and Chocolate Fair**

2006: April 7 – 9

Scandinavian fair on Coffee, Tea and Chocolate  
Professional users in the Ho-Re-Ca market,  
Retailers, Coffee enthusiasts and passionate  
consumers

**Contact:** Bella Center A/S

Center Boulevard 5

DK-2300 Copenhagen S

Phone: +45 32528811

Fax: +45 32519636

E-mail: [bo.rasmussen@bellacenter.dk](mailto:bo.rasmussen@bellacenter.dk)

Internet: [www.kaffeforum.dk](http://www.kaffeforum.dk)

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Herning, Denmark:

**Foodexpo**

2006: March 19 - 22

Every 2<sup>nd</sup> year

Joint Nordic trade fair for food production, trade,  
technical equipment, shop furnishings, equipment  
for hotels and restaurants service trades.

**Contact:** Messecenter Herning

Vardev 1, DK-7400 Herning

Phone: +45 99 26 99 26

Fax: +45 99 26 99 00

E-mail: [mch@messecenter.dk](mailto:mch@messecenter.dk)

Internet: [www.messecenter.dk](http://www.messecenter.dk)

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## Food Magazines

A selection of industry, retail, catering, and consumer magazines covering food and beverages.

### Food Industry Magazines

#### Bread & Cakes

PO Box 21 105, SE-100 31 Stockholm  
 Phone: +46 8 34 76 90  
 Fax: +46 8 31 86 70  
 E-mail: bread.cakes@chello.se  
*Bakery and confectionery trade magazine.  
 Contains list to suppliers of raw materials, food  
 ingredients, etc*

#### Bröd (Bread)

PO Box 16 141, SE-103 23 Stockholm  
 Phone: +46 8 762 67 82  
 Fax: +46 8 678 66 64  
 magnus.magnusson@bageri.se  
 Internet: www.bageri.se  
*Bakery and confectionery trade magazine.  
 Contains list to suppliers of raw materials, food  
 ingredients, etc.*

#### Livsmedel i Fokus (Food Technology)

Tavastgatan 22, SE-118 24 Stockholm  
 Phone: +46 8 714 50 46  
 Fax: +46 8 640 80 45  
 E-mail: info@livsmedelifokus.se  
 Internet: www.livsmedelifokus.se

### Trade Magazines for the Retail Grocery Trade

#### Fri Köpenskap (Free Trade)

PO Box 72 001, SE-181 72 Lidingö  
 Phone: +46 8 545 513 33  
 Fax: +46 8 650 24 91  
 E-mail: redaktionen@fri-kopenskap.se  
 Internet: www.fri-kopenskap.se  
*Retail news*

#### ICA-Nyheter (ICA News)

SE-721 85 Västerås  
 Phone: +46 21 19 40 00  
 Fax: +46 21 19 41 86  
 E-mail: icanyheter@formapg.se  
 Internet: www.ica-nyheter.net  
*Retail news, published by the ICA Group*

#### Praktiskt Butiksarbete

SE-721 85 Västerås  
 Phone: +46 21 19 40 00  
 Fax: +46 21 19 43 50  
 E-mail: pb@formapg.se  
 Internet: www.formapg.se  
*Retail news, published by the ICA Group*

#### Supermarket

SE-721 85 Västerås  
 Phone: +46 21 19 40 00  
 Fax: +46 21 19 41 82  
 E-mail: david.jansson@formapg.se  
 Internet: www.formapg.se/supermarket  
 www.supermarket.se  
*Supermarket trends, published by the ICA Group*

### Trade Magazines for the Restaurant, Catering and Convenience Store Sector

#### Fast Food

PO Box 601, SE-251 06 Helsingborg  
 Phone: +46 8 670 41 00  
 Fax: +46 8 661 64 55  
 E-mail: magnus.l@mentoronline.se  
 Internet: www.foodnet.se

#### Restaurang & Storhushåll

SE-721 85 Västerås  
 Phone: +46 21 19 40 00  
 Fax: +46 21 19 42 10  
 E-mail: gunnar.goransson@formaog.se  
 Internet: www.formaog.se

#### Restauranger & Storkök

PO Box 72 001, SE-181 72 Lidingö  
 Phone: +46 8 670 41 26  
 Mobile: +46 70 766 44 00  
 Fax: +46 8 661 64 55  
 E-mail: lina.w@mentoronline.se  
 Internet: www.foodnet.se

#### Restauratören (The Restaurateur)

PO Box 1158, SE-111 81 Stockholm  
 Phone: +46 8 762 74 00  
 Fax: +46 8 21 58 61  
 E-mail: redaktionen@restauratoren.se  
 Internet: www.restauratoren.se

### **Snabba köp**

SE-721 85 Västerås  
Phone: +46 21 19 40 00  
Fax: +46 21 19 43 50  
E-mail: annn.gothnier@formapg.se  
Internet: www.formapg.se

### **Food Consumer Magazines**

#### **Allt om Mat** (*All About Food*)

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

#### **Tidningen Gourmet**

Kungsgatan 29, SE-111 56 Stockholm  
Phone: +46 8 52 50 51 31  
Fax: +46 8 52 50 51 01  
E-mail: mail@gourmet.se  
Internet: www.gourmet.se

## **Organisations and Authorities**

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

### **Coffee Organisations**

#### **The Swedish National Coffee Association**

(*Svensk Kaffeinformation*)  
Box 163 47, SE-103 27 Stockholm  
Phone: +46 8 762 65 08  
Fax: +46 18 762 65 12  
E-mail: info@kaffeinformation.se  
Internet: www.kaffeinformation.se

#### **Swedish Coffee Agents Association**

(*Svenska Kaffeagenters Förening*)  
c/o Castenbäck,  
Snipkroken 1, SE-112 64 Stockholm  
Phone: +46 8 13 03 25  
Fax: +46 8 656 20 21  
E-mail: castenback@telia.com

#### **Swedish Speciality Coffee Association**

(*Specialkaffeföreningen*)  
Grev Turegatan 20, SE-114 46 Stockholm  
Phone: +46 8 611 01 69  
Fax: +46 8 611 81 73  
E-post: info@specialkaffe.org  
Internet: www.specialkaffe.org

### **Other Organisations**

#### **Association of Swedish Health Food Suppliers**

(*Hälsokostrådet*)  
Box 6356, SE-102 35 Stockholm  
Phone: +46 8 545 411 60  
Fax: +46 8 545 401 70  
E-mail: info@halsokostradet.se  
Internet: www.halsokostradet.se

#### **Swedish Food Federation**

(*Li - Livsmedelsföretagen*)  
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

#### **Grocery Manufacturers of Sweden**

(*DLF - Dagligvaruleverantörers förening*)  
Box 16316, SE-10326 Stockholm  
Phone: +46 8 762 73 00  
Fax: +46 8 762 73 10  
E-mail: info@dlf.se  
Internet: www.dlf.se

#### **The Swedish Association of Agents**

(*Agenturföretagen*)  
Box 13077, 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**

(*Svensk Handel*)  
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

**Retailers, Foodstuffs**

*(Livsmedelshandlarenförbundet)*  
 Regeringsgatan 109, SE-111 39 Stockholm  
 Phone: +46 8 441 9190  
 Fax: +46 8 441 9199  
 E-mail: info@sslf.se  
 Internet: www.sslf.se

**KRAV**

*(Certification body for organic products)*  
 P.O. Box 1940, SE-751 49 UPPSALA  
 Phone: +46 18 10 02 90  
 Fax: +46 8 10 03 66  
 E-mail: info@krav.se  
 Internet: www.krav.se

**Fair Trade Sweden**

*(Rättvisemärkt)*  
 Pustegränd 1-3, SE-118 20 STOCKHOLM  
 Phone: +46 8 505 756 90  
 E-mail: info@rattvisemarkt.se  
 Internet: www.rattvisemarkt.se

<b>National Authorities</b>
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**National Board of Trade**

*(Kommerskollegium)*  
 Box 6803, SE-113 86 Stockholm  
 Phone: +46 8 690 48 00  
 Fax: +46 8 30 67 59  
 E-mail: registrator@kommers.se  
 Internet: www.kommers.se

**National Food Administration**

*(Livsmedelsverket)*  
 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

**Statistics Sweden (SCB)**

*(Statistiska centralbyrån)*  
 Box 24 300, SE-104 51 Stockholm  
 Phone: +46 8 506 940 00  
 Fax: +46 8 506 948 99  
 E-mail: information@scb.se  
 Internet: www.scb.se

**Swedish Board of Agriculture**

*(Jordbruksverket)*  
 SE-551 82 Jönköping  
 Phone: +46 36 15 50 00  
 Fax: +46 36 19 05 46  
 E-mail: jordbruksverket@sjv.se  
 Internet: www.sjv.se

**Swedish Customs**

*(Tullverket)*  
 PO Box 12 854, SE-112 98 Stockholm  
 Phone: +46 771 23 23 23 (information)  
 Fax: +46 8 456 5912 (information)  
 E-mail: Contact form via Internet  
 Internet: www.tullverket.se  
 Customs tariffs: <http://taric.tullverket.se>

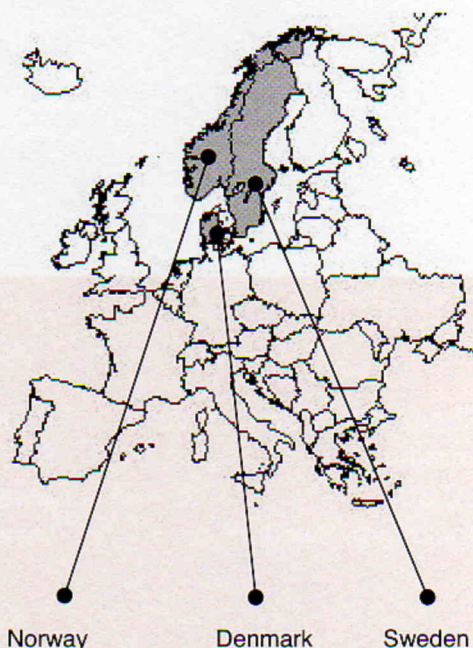
## The Scandinavian Market

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](http://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](mailto:dipo@hts.dk)  
[mvh@hts.dk](mailto:mvh@hts.dk)  
[mas@hts.dk](mailto: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](http://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](http://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](mailto: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](http://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](http://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 00  
Fax: +48-8-566 316 30  
E-mails: [tradeoffice@chamber.se](mailto:tradeoffice@chamber.se)  
[info@chambertrade.com](mailto:info@chambertrade.com)



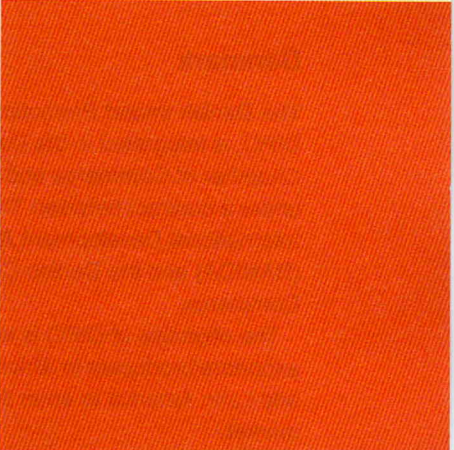
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Swedish Chambers of Commerce  
 Trade promotion  
 PO Box 160 50  
 103 21 Stockholm, Sweden

Phone: + 46 (0)8 555 100 00  
 Fax: + 46 (0)8 555 316 30  
[www.cci.se/trade](http://www.cci.se/trade)  
[www.chambertrade.com](http://www.chambertrade.com)



Swedish Chambers



**Sweden**

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**Contact details:**  
 Swedish Chambers of Commerce  
 17124 Planterusvägen  
 PO Box 16050  
 SE-10321 Stockholm, Sweden  
 Phone: +46-8-555 100 00  
 Fax: +46-8-555 316 30  
 E-mail: [info@chambertrade.com](mailto:info@chambertrade.com)

**Norway**

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From the website [www.hsh.no](http://www.hsh.no) you can find more about HSH. We are currently working on developing a matching platform between selected Norwegian importers, wholesalers and professional exporters from developing countries. The website is in collaboration with DSI in Norway and is expected to be working from March 2004. Access to the platform, export matching platform will be through our [www.hsh.no](http://www.hsh.no).

**Contact details:**  
 HSH - Office of Import Promotion  
 PO Box 2970 Sola  
 NO-0208 Oslo, Norway  
 Sweden: +46-52 54 17 00  
 Great: +45 52 54 17 50  
 Fax: +45 52 54 17 10  
 E-mail: [e.s.johansen@hsh.no](mailto:e.s.johansen@hsh.no)