



Swedish Chambers

TRADE PROMOTION PROGRAMME
OF THE SWEDISH CHAMBERS



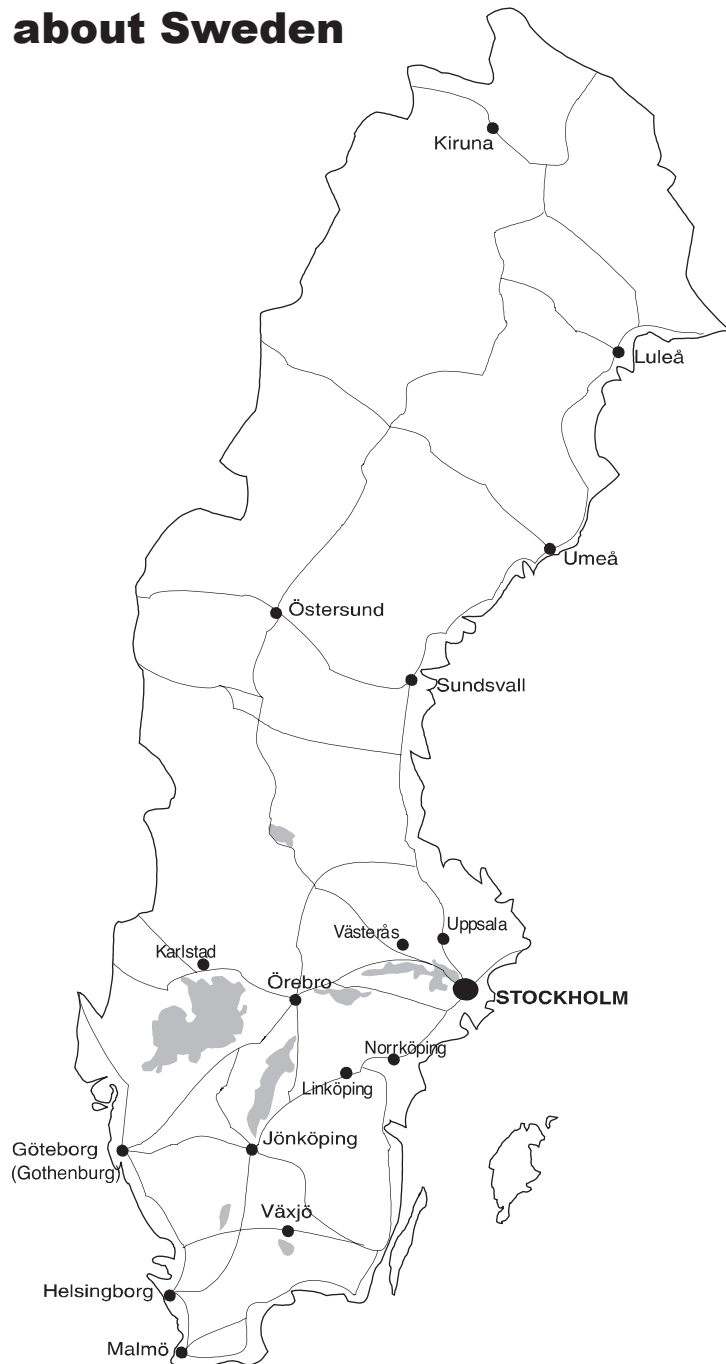
Market Brief

Focus on the Swedish Market

Fairs and Exhibitions

November 2008

Facts about Sweden



Area: 449,964 sq.km

Population: 9.1 million

Capital: Stockholm.

Stockholm city: 780,800 inh.

Greater Stockholm: 1.9 mil. inh.

Business language:

Swedish, English

Religion:

Lutheran

Largest cities:

Stockholm city: 780,800 inh.

Gothenburg 489,400 inh.

Malmö 275,100 inh.

Uppsala 185,200 inh.

Linköping 138,400 inh.

Västerås 132,800 inh.

Örebro 128,700 inh.

Norrköping 125,300 inh.

Helsingborg 123,100 inh.

Jönköping 121,300 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

The European Union

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

The EES/EEA area

EU-countries, Iceland,
Liechtenstein and Norway

EFTA

Iceland, Liechtenstein,
Norway and Switzerland



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We owe our sincere thanks to Mr Mikael Jansson, CEO and part-owner of Scandinavian Survey Group and one of Sweden's most knowledgeable speakers on the subject of exhibiting at trade shows, who has generously shared his knowledge of the trade fair market in Sweden for this guide.

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1 Entering new markets through trade fairs

Today, it is hard to make an impact through mass communication. People are daily bombarded with messages and it takes more and more to get noticed.

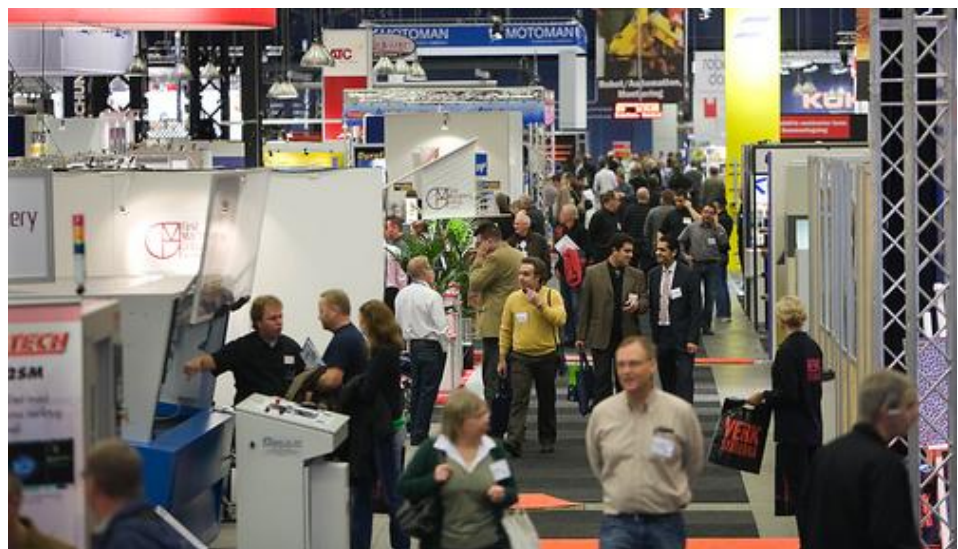
The large amount of mass communicated messages makes the personal meeting more important than ever. However, people are getting busier and more and more difficult to meet. This is where trade fairs play an increasingly important role.

What is a trade fair? Imagine the market as a big pond full of fish. A good trade fair makes the good fish jump out of the pond into the smaller trade fair bowl. This way, you can easily meet all the big, important fish.

At a trade fair, you will meet potential distributors, agents and customers, as well as journalists and creators of public opinion who may help spreading the word about your products or services.

You must realise, though, that competition is fierce. There are many exhibitors fighting for the time of the key people. To achieve your goals, you need to be well-prepared, active and ready to work hard.

This guide will advise you on how to exhibit successfully in Sweden, if you represent a company from a developing country. Before you decide to come, you must of course do your homework: is there a market for your products in Sweden, are you capable of exporting there, etc. See the addresses and links at the end of the guide for more information that can help you answer these questions.



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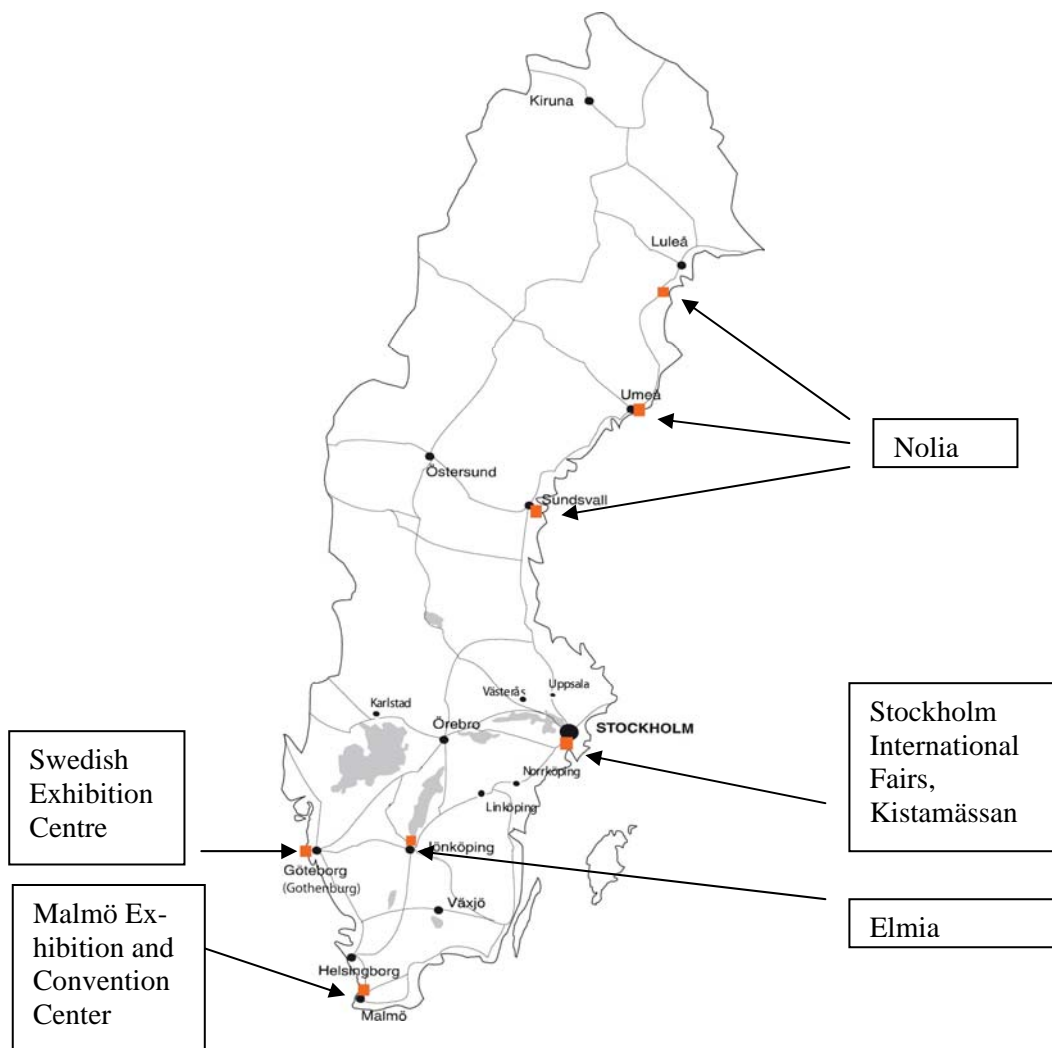
Photo: Peter Nerdell/FotoKenne (Stockholm International Fairs).

2 The Swedish trade fair market

The Swedish trade fair market has grown powerfully over the last 30 years. Three types of trade fairs are arranged: professional, semi-professional and consumer-oriented. The professional trade fairs may be national or international. The consumer-oriented ones are often regional and of limited interest to companies from developing countries.

When you choose a fair, the most important question is: *will we be able to meet our target group there?* Look at facts and figures available and if possible visit the event before you exhibit. Visiting the fair will also give you valuable information on the latest trends of your sector.

The biggest Swedish trade show centres are Stockholm International Fairs, Elmia and the Swedish Exhibition Centre. Nolia is the most important centre in the northern part of Sweden.



Trade show centres in Sweden.

Stockholm International Fairs

Stockholm International Fairs organise some 60 exhibitions and around 100 national and international congresses, conferences and events annually. The premises are located in Älvsjö, just outside central Stockholm. The exhibition and conference centre has approximately 1.5 million visitors per year. Some interesting international fairs at this venue for companies from developing countries are Formex (design, interior decoration and gifts), Stockholm Furniture Fair (furniture, lighting, office design, textiles, etc.), Nordic Shoe & Bag Fair (shoes, bags and accessories) and Gastro Nord (food). World Pulp and Paper Week and Nordic Building and Construction fair are also big international events.

Elmia

Elmia is situated in Jönköping, in the southern part of Sweden, and hosts around 20 trade events per year. In 2007 Elmia had 265,000 visitors.

Elmia Wood is the world's foremost trade event for the forestry industry. One of the most important exhibitions in Scandinavia for suppliers to the engineering industry is Elmia Subcontractor. This is northern Europe's largest event focused on subcontractors with participants from 30 countries.

The Swedish Exhibition Centre

The Swedish Exhibition Centre is situated in Gothenburg in the southwest part of Sweden. Each year they hold around 30 exhibitions and hundreds of conferences and other events. The centre has around one million visitors every year.

One of the most important international events is the annual TUR exhibition, which is the leading travel and tourism event in Scandinavia. Suppliers from some 100 countries visit this fair to meet both the Scandinavian travel trade and travel-interested individuals in western Sweden. Other exhibitions attracting foreign exhibitors are Elfack (electrical sector), Scanpack (packaging material) and Scanplast (plastic and rubber).

Nolia

Nolia, located in Piteå, Umeå and Sundsvall, is the biggest exhibition organiser in northern Sweden and one of the most important meeting places for business contacts in the north. The premises are used for exhibitions, conferences, sport and recreational activities. More than 200,000 people visit every year.

Other venues

Malmö Exhibition and Convention Center, located in Malmö in southern Sweden, is also a big Swedish venue. Kistamässan, located in Kista close to Stockholm, is a new player on the market. Small fairs are organised at several places around Sweden, but they are rarely of international interest.

In Denmark, Bella Center in Copenhagen is the leading exhibition centre, in Norway it is Norway Trade Fairs, located just outside Oslo, and in Finland the Helsinki Fair Centre is the largest venue.

3 Increasing the chances of success

There is nothing that can guarantee a successful trade fair participation, but there are some important things you can do to increase your chances of success. The more risks that you can foresee and have a strategy to avert, the better.

Just going to a trade fair and standing there for two or three days, hoping that the customers will come to you, will not give you success. You must know what you want and be well-prepared to make the participation worthwhile.

Work methodically

What is the purpose of your trade fair participation? Who do you want to meet at the fair – agents, distributors, a certain kind of restaurants? What should the meetings lead to? Do you want to visit them after the fair, or would you like them to visit you in your own country? Do you want to send them some samples?

It's essential to know what you want, and have a plan for how to get there. Goals should be concrete and measurable.

Draw up a checklist of deadlines and activities and decide who will be in charge of each. Do not forget practical issues regarding transport, customs, etc. Also, make a budget for your participation.

Do not forget to prepare for the follow-up after the fair! Even if contacts are initiated on site, most of the actual selling work takes place afterwards.

Work hard

Be prepared to work hard. You have three or four really tough days ahead of you. You will have to be active, always on your toes, contacting visitors and creating a positive image of your company.

The words of Richard John, British event consultant, neatly sum it up: "The secret of successful exhibiting is simple – exhibitions work when you do."

Be memorable

To make the trade fair visitors remember you, you need to be different. Most exhibitors in Sweden have excellent products, but they have the same kind of stand, dress the same way and present the same type of arguments. Make yourself memorable!

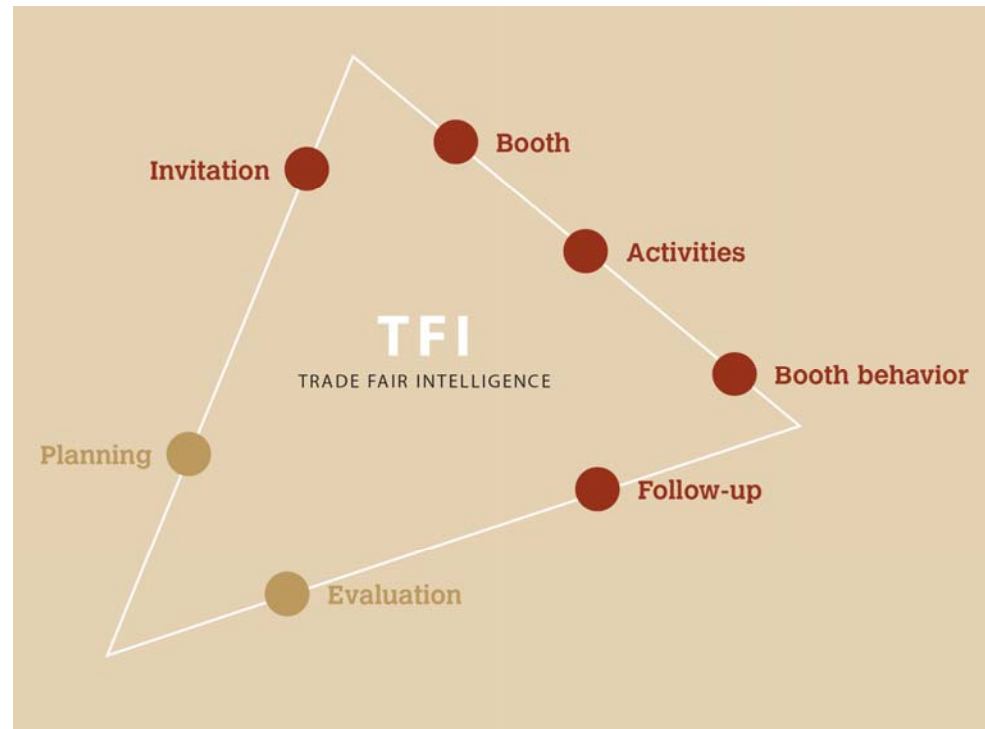
Of course, you will want to be remembered for something positive, like "this was the only stand where they really listened to my needs", not "the stand where nobody spoke English".

Prepare

You cannot plan everything. Trade fairs are all about improvisation. A lot of things happen fast and you need to react with equal speed. But to be able to improvise, you must be prepared. Try to imagine different scenarios in advance and how you can handle them.

4 Participating in an exhibition – from start to finish

Exhibiting at a show can be compared to a triangle in which each side represents a stage in the process – before, during and after the show.



Trade Fair Intelligence. The five red dots represent activities that will determine the result of your trade show appearance. If you then use your evaluation for this show in planning your next appearance, you will continually increase your trade fair intelligence. Illustration by The Exhibition Guru.

The triangle creates a main thread through the whole participation, as seen from the visitor's perspective. To create this connecting thought, the exhibitor needs a slightly different approach.

The exhibitor's point of view:

1. Write the manuscript (planning).
2. Design the scene (stand/booth).
3. Attract the right visitors.
4. Prepare and motivate the booth staff.

Write the manuscript

Start your participation process by making a plan for what you want to achieve and how you shall work to achieve it. Why are you participating in this particular trade fair, in this particular country? What are your goals, your message and your theme for the participation?

The goals should be concrete and measurable. Try to visualise where you would like to be after the trade fair. What needs to happen at the fair to make this come true?

Example of goal:

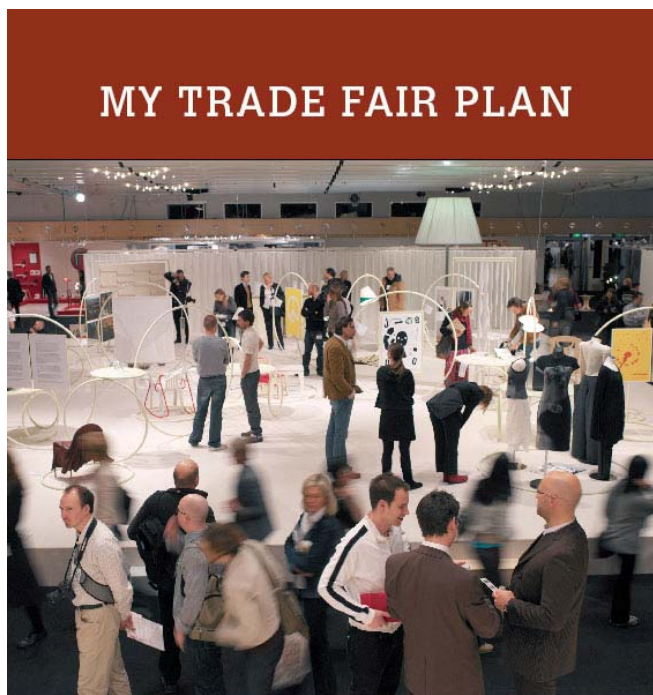
During the fair, we will get 100 contacts with potential new customers. (Measured through registration of new contacts.)

Defining the goals will allow you to decide your message and theme for the participation. The theme should be easy to understand, strengthen the message and help achieve the goals.

Test your goals, message and theme on colleagues and partners, to see if they work.

It is also good to consider before the fair what you can realistically promise to deliver after the fair. Otherwise, you may find yourself in a situation where, in the heat of the moment, you have promised to send samples to 100 new contacts within two weeks, but are only able to keep that promise to 50.

If you have thought it through, you can promise the first 50 delivery within two weeks and the next 50 delivery within three weeks, explaining that the reason is your products have met with great interest at the fair. This will be perfectly acceptable to most buyers.



AT STOCKHOLM FURNITURE FAIR 2009

Design the scene

Stands at a trade fair can be very different, but they all have one thing in common: they communicate a message. What do you want your stand to say about you and your company?

Try to create a stand that grabs the attention of the visitors. Be creative and consider unconventional solutions.

Do not try to squeeze in a lot of details. The visitor will just be confused, or bored. Simple is better. Make the message clear.

The things you want people to see should be placed above waist-level. Pictures are often more efficient than words.

Consider what you want to use the stand for. Are you looking to meet lots of new customers? Then your stand needs to be open and inviting. Do you want to strengthen contacts and have private discussions with your partners? A more closed stand does the trick.

Also, make sure the stand is a good working place for your staff during the fair.



Visitors were invited to a buffet with food from Kenya, Rwanda and the Philippines, created by Swedish Gourmet Chef Christian Hellberg, at Gastro Nord 2008 in Stockholm. Photo: The Swedish Chambers.

Attract the right visitors

Fewer and fewer people come to a trade fair without a clear plan and a list of booths they want to visit. How do you make sure you will be on the lists of your target groups?

Try to make your presence known before the show. Invite the visitors you would like to see in your booth. Again, try to be different, do something that not everyone else does.

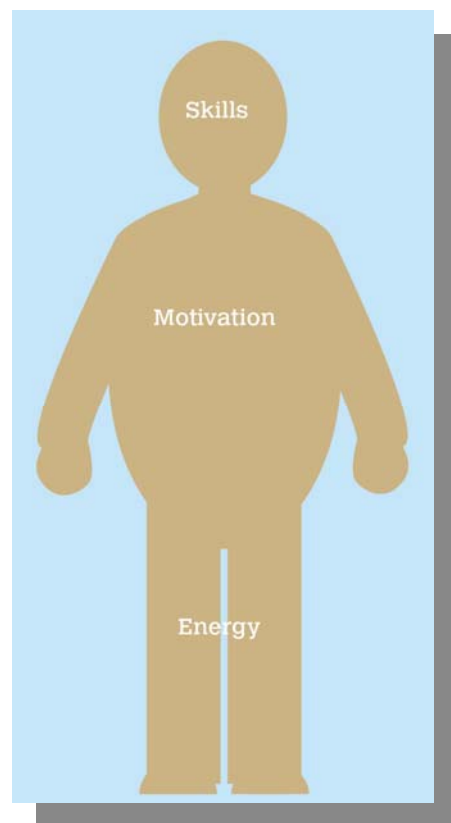
If your resources are limited, maybe you can cooperate with other exhibitors or the organiser. Your country's embassy or trade office may be able to help you to identify the companies and people you should be inviting.

Do not forget to invite the media. Distribute press releases to the trade press. The organiser can often help you with this – at no extra cost.

Prepare and motivate your staff

A trade show is about people meeting people. The behaviour of the staff in your stand is critical to your success.

Prepare the staff! Make them feel that they are part of a successful team where everyone is important. Decide on rules to follow: for example, no one in the stand should be doing office work or using a mobile phone. Provide your staff with the right skills, motivation and energy.



*To get first-rate trade show personnel you have to prepare and motivate them. Teach them to do the right things and to do things right.
Illustration by The Exhibition Guru.*

Train your people in how they should act in the stand. For instance a contact between a staff member and a visitor can be divided into five stages:

1. Make contact

Do not be afraid to make contact. Smile and be friendly. Ask a question that relates to the needs of the visitor and cannot be answered with yes or no, such as “Why have you come to this show?”.

Another example: If you want to offer the visitor a cup of coffee and ask “Would you like to have a cappuccino?”, there is a risk the answer will be no. If you instead ask “Would you prefer a cappuccino or an espresso?” the visitor will probably make a choice and your purpose is fulfilled – you have established contact.

2. Get to know the visitor’s needs

There is a saying that God gave us two ears but only one mouth, because He wanted us to listen twice as much as we talk. This is precisely what the next stage of a booth conversation is about. You need to find out the visitor’s situation and what he or she is interested in. If you do not know the language that well the situation may feel stressful but try to avoid the temptation to plunge into a long description of your product, without listening to the customer.

3. Introduce your product to meet those needs

Only when you have interviewed the visitor and learned what he or she needs, is it time to sell your product (if the visitor turns out to be a potential customer). Be clear, logical and to the point.

4. Decide on the next step

Do not let a contact end in vagueness. Make a decision on the next step in your relationship. If you are to be in touch again: who will take the contact, when and how? Make a note about what you agreed on.

5. Goodbye

End the meeting and move on. Talking to the same person for hours is not efficient.

Do not forget practical issues, such as giving the staff opportunities for breaks. Put someone in charge of the stand, who is responsible for the daily work.

And once again – be active! An exhibition is about *meeting people*.

5 Exhibiting in Sweden – some things to consider

The last chapter contained general advice for trade fair participation. The following are some specific things that are good to consider if you represent a company from a developing country and are going to Sweden to participate in a fair:

- Exporters from most developing countries will need a *visa* to enter Sweden. You need to apply for this at the Swedish embassy several months before the fair.
- *Competition* at Swedish fairs is tough. Most exhibitors are highly professional and committed.
- *Being on time* is very important in Swedish society. Everything else is considered impolite and a sign that you may not be trustworthy.
- Swedes are a little shy. This means that you will probably have to take the first contact. Your behaviour is very important: you must be *active and inviting* without being pushy.
- *English* works fine with Swedes, but other languages (apart from Swedish) do not work as a rule.
- Swedes get *straight to the point* and are generally not interested in long conversations at the fair, where they are pressed for time with a lot on their schedules.

We hope that the advice in this guide will help you towards a successful trade fair participation. Welcome to Sweden!



A rattan chair, designed by Thomas Alken and manufactured in Vietnam, won the Formidable prize at the Formex fair in 2007. Photo: Magnus Skoglöf (Stockholm International Fairs).

6 Useful addresses and links

Fairlink AB / Scandinavian Fair Control (SFC)

Slottsgatan 14, SE-553 22 Jönköping

Phone: +46-36-71 53 56

Fax: + 46-36-71 27 26

E-mail: info@fairlink.se

Internet: www.fairlink.se

Council for Scandinavian trade fair organisers. Offers information about upcoming trade fairs in Scandinavia, exhibiting advice, etc.

The Exhibition Guru (Mässguru)

Slottsgatan 14, SE-553 22 Jönköping

Phone: +46-36-34 62 30

Fax: + 46-36-71 27 26

E-mail: info@nugruppen.se

Internet: www.massguru.se

Provides education and evaluation help to exhibitors.

Association of Swedish Chambers of Commerce and Industry

Visiting address: Västra Trädgårdsgatan 9, Stockholm

Postal address: Box 16050, SE-103 21 Stockholm

Phone: +46-8-555 100 00

Fax: +46-8-566 316 30

E-mail: tradeoffice@chamber.se

Internet: www.cci.se/trade

Works with Sida to promote trade from developing countries. Offers a business inquiry database and Swedish market information for different sectors.

Stockholm International Fairs

Visiting address: Mässvägen 1, Älvsjö

Postal address: SE-125 80 Stockholm

Phone: +46-8-749 41 00

Fax: +46-8-99 20 44

E-mail: info@stofair.se

Internet: www.stockholmsmassan.se

Elmia

Visiting address: Elmiavägen 11, Jönköping

Postal address: Box 6066, SE-554 54 Jönköping

Phone: +46-36-15 20 00

Fax: +46-36-16 46 92

Internet: www.elmia.se

The Swedish Exhibition Centre

Visiting address: Mässans Gata/Korsvägen, Göteborg

Postal address: SE-412 94 Göteborg

Phone: +46-31-708 80 00

Fax: +46-31-16 03 30

E-mail: infomaster@svenskamassan.se

Internet: www.swefair.se

Nolia

Noliagatan 1, SE-941 31 Piteå

Phone: +46-911-933 33

Fax: +46-911-183 30

E-mail: info@nolia.se

Internet: www.nolia.se

Links to other trade fair organisers in Scandinavia

Malmö Exhibition and Convention Center

www.malmomassan.se

Kistamässan

www.kistamassan.com

Bella Center

www.bellacenter.dk

Norway Trade Fairs

www.messe.no

Helsinki Fair Centre

www.finnexpo.fi

Links to general information about Sweden

Sweden.se – official gateway to Sweden

www.sweden.se

Open Trade Gate Sweden – helpdesk for developing countries (trade rules and requirements)

www.opentradegate.se

Statistics Sweden

www.scb.se

Swedish Customs

www.tullverket.se

Links to general information about the EU

The European Union, official gateway

europa.eu

EU Export Helpdesk for developing countries

exporthelp.europa.eu

EU Statistics (Euro Stat)

epp.eurostat.ec.europa.eu

CBI – market information for developing countries

www.cbi.nl

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 three Scandinavian countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Denmark, Norway and Sweden who have jointly published "Exporting to Scandinavia - a guide for exporters from developing countries".

Inhabitants:	Denmark	5.4 million
	Norway	4.7 million
	Sweden	9.1 million



Denmark

The Danish Import Promotion Programme (DIPP) 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 DIPP is to assist exporters/producers in Africa, Asia and Latin America to enter the Danish market.

At DIPP's website www.dipp.eu you can read more about DIPP 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 / DIPP
Boersen, Slotsholmsgade
DK-1217 Copenhagen K, Denmark
Phone: +45-3374 6000
Fax: +45-3374 6080
E-mail: dipp@danskerhverv.com
Internet: www.dipp.eu

Norway

Department of international trade cooperation (DITC), is established according to an agreement between NORAD (Norwegian Agency for Development Cooperation) and HSH (Federation of Norwegian Commercial and Service enterprises). DITC is integrated in HSH - but is fully sponsored by NORAD. DITC promotes imports from developing countries.

From the website www.hsh-org.no you can read more about the programme. Through the website you can also access a database where suppliers in developing countries interested in the Norwegian market can register. Studies of the Norwegian market for specific sectors can be downloaded from the website.

Contact details:

HSH – Department of International Trade Promotion
P.O. Box 2900 Solli,
NO-0230 Oslo, Norway
Tel: +47-2254 1700
Direct tel: +47-2254 1752
Fax: +47-2256 1700
E-mail: edg@hsh-org.no
Internet: www.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 Cooperation Agency (Sida) and the Swedish Chambers of Commerce.

Contact details:

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SE-103 21 Stockholm, Sweden
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www.chambertrade.com



Swedish Chambers
