



Swedish Chambers



Market Brief

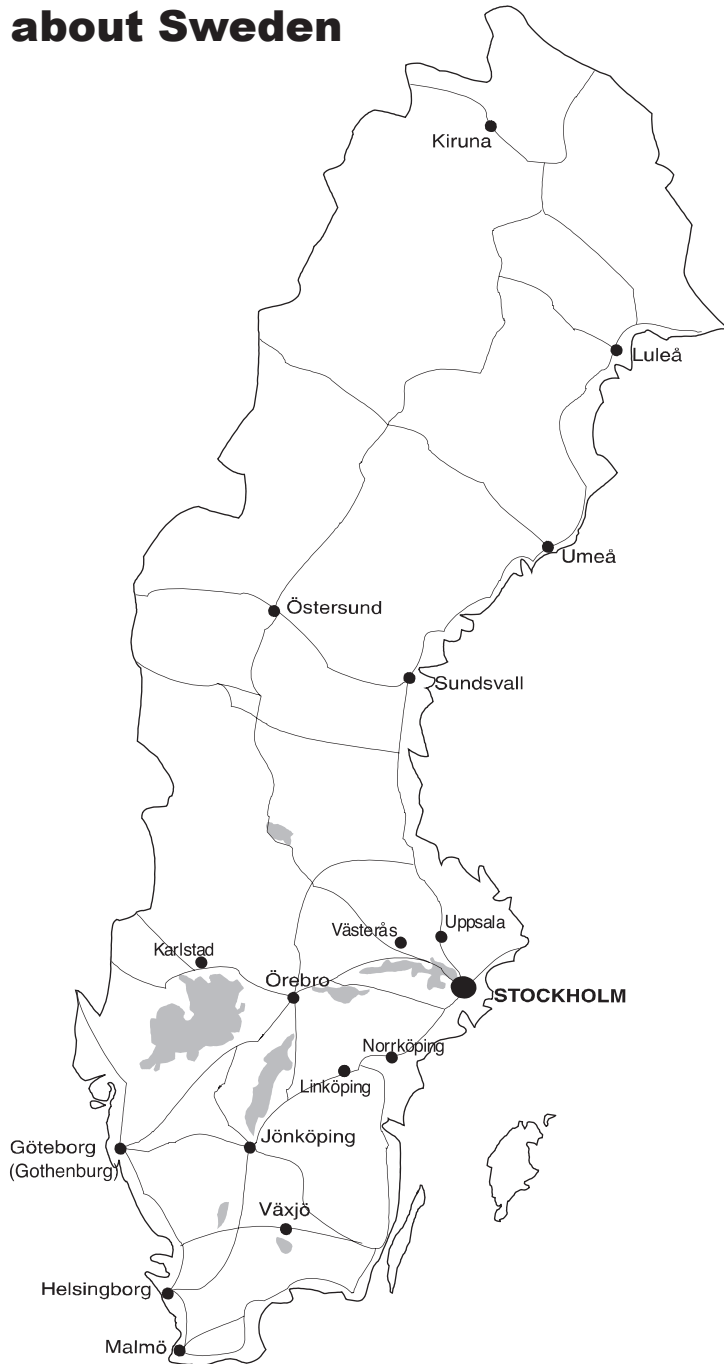
Focus on the Swedish Market



Fish and Crustaceans

December 2009

Facts about Sweden



Area: 449,964 sq.km
Population: 9.3 million

Capital: Stockholm.
Stockholm city: 810.100 inh.
Greater Stockholm: 2 mil. inh.

Business language:
Swedish, English

Religion:
Lutheran

Largest cities:
Stockholm city 810.100 inh.
Gothenburg 500.200 inh.
Malmö 286.500 inh.
Uppsala 190.700 inh.
Linköping 141.900 inh.
Västerås 134.700 inh.
Örebro 132.300 inh.
Norrköping 128.100 inh.
Helsingborg 126.700 inh.
Jönköping 125.200 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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1 General Background and Definitions

This market brief deals with fish and crustaceans, which fall under chapter 3, 16, 15 and 23 of the Combined Nomenclature (CN) of the European Union (which is based on the HS nomenclature). In the chart below, products described in this survey are presented with their statistical numbers according to the HS and the CN nomenclatures.

The main focus is on fresh, prepared and preserved fish and crustaceans for human consumption. Live fish and by-products such as oils and fats, and flours, meals and pellets, are therefore only covered in certain import statistics in this report.

Combined Nomenclature (CN) codes for fishery products

CN code	Description
0301	Live fish
0302	Fish, fresh or chilled (excluding fish fillets and other fish meat of heading 0304)
0303	Frozen fish (excluding fish fillets and other fish meat of heading 0304)
0304	Fish fillets and other fish meat, whether or not minced, fresh, chilled or frozen
0305	Fish, fit for human consumption, dried, salted or in brine; smoked fish, fit for human consumption, whether or not cooked before or during the smoking process; flours, meals and pellets of fish, fit for human consumption
0306	Crustaceans, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine, including crustaceans in shell, cooked by steaming or by boiling in water
0307	Molluscs, fit for human consumption, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine, including aquatic invertebrates other than crustaceans and molluscs; flours, meals and pellets of aquatic invertebrates other than crust
1604	Prepared or preserved fish; caviar and caviar substitutes prepared from fish eggs
1605	Crustaceans, molluscs and other aquatic invertebrates, prepared or preserved
150410	Fish-liver oils and their fractions, whether or not refined, excluding chemically modified)
150420	Fats and oils of fish and their fractions, whether or not refined, excluding liver oils, and chemically modified
230120	Flours, meals and pellets of fish or crustaceans, molluscs or other aquatic invertebrates, unfit for human consumption

Source: FAO Fisheries and Aquaculture Department

2 Market Size

Swedish consumers spent about 20% of their household budget on food and beverages in 2008, the same as the EU average. Of the total expenditure, purchases in food stores accounted for 70% and meals out of home for 30%.

Of the food retail market, fish and seafood normally account for about 5% of total sales. During 2008, retail sales of fish and seafood products amounted to € 1,033 million, which was 3.2% lower than the preceding year but 2.5% higher when compared to 2006. Of the total sales, 45% consisted of fresh, chilled, frozen, dried and salted products and 55% of prepared and preserved items.

Retail Sales of Fish and Seafood 2006-2008, by Value

Product Group	Value € million			±06-08	±07-08
	2006	2007	2008		
Fresh, frozen, dried, salted	457.7	506.1	469.7	+2.6%	-7.2%
Prepared and preserved	550.7	561.0	563.7	+2.4%	+0.5%
• Total	1,008.4	1,067.1	1,033.4	+2.5%	-3.2%

Source: Statistics Sweden

The fish and seafood market has seen a relatively positive development during the last decade, even though the last couple of years the trend has been more stable. The per capita consumption of fish and seafood is estimated to have reached about 26 kg during 2007, which is about 1 kg higher than the preceding year, but 8 kg higher than in year 2000.

About 25-30% of the consumption consists of fresh fish and seafood items. A market characteristic is that during the last decade, the consumption of fresh fish has shown a declining trend while the consumption of fresh crustaceans and molluscs has been rather stable, at least during the last three years.

The consumption of prepared and preserved items has experienced a very positive development for a number of years. It has grown from 9 kg per person per year in 2000 to 13 kg in 2007. The product group showing the strongest consumption increase in 2007 was salted, marinated, dried or smoked fish, with 74%. Also the consumption of frozen fish fillets is increasing, reaching 3.8 kg per person in 2007, as compared to only 1.9 kg in year 2000.

The fish product most preferred by Swedish consumers is fresh or chilled salmon, followed by preserved herring and prepared products like fish quenelles.

In total terms, the market for fish and seafood amounted to about 243,000 tonnes in 2007, which was about 5% higher than in the preceding year. About 80% consisted of fish products and the remainder of crustaceans and molluscs.

In addition to fish for human consumption, there is a large market in Sweden for fish and fishmeal for animal feed, about 40,000-50,000 tonnes annually. To this comes about 25,000 to 30,000 tonnes of fish caught by sports fishermen and by households for family consumption.

Per Capita Consumption of Fish and Seafood 2000-2007, By Quantity

Product Group	Per capita consumption in kg					
	2000	2005	2006	2007	± 00-07	± 06-07
Fresh or frozen						
Fish, incl. fresh fillets*	5.7	8.7	7.9	7.9	+ 2.2	± 0.0
Crustaceans and molluscs*	1.5	2.0	1.9	1.9	+ 0.4	± 0.0
Frozen fish fillets	1.9	3.1	3.2	3.8	+ 1.9	+ 0.6
Prepared or preserved						
Fish products	7.4	9.6	10.4	10.8	+ 3.5	+ 0.4
Crustaceans and molluscs	1.6	2.1	1.9	2.0	+ 0.4	+ 0.1
• Total	18.1	25.5	25.3	26.4	+ 8.3	+ 1.1

* Figures from 2000 are based on estimated data. Official figures are not published for fresh fish and crustaceans since 1999, because they are regarded as being too uncertain estimates.

Source: National Board of Agriculture and estimates based on data from Statistics Sweden and CBI Market Information Database

Direct Consumption 2006-2007, by Quantity

Product Group	Tonnes		±	%
	2006	2007		
Fresh fish, incl. fresh fish fillets and frozen whole*	72,000	73,000	+ 1.3	
Crustaceans and molluscs, fresh, frozen or dried*	17,000	17,000	± 0.0	
Frozen fish fillets	29,000	34,700	+ 19.7	
• Sum	118,000	124,700	+ 5.7	
Salted, marinated, dried or smoked fish	8,500	14,800	+ 74.1	
Fish roe and preparations of roe (substitute caviar)	20,700	20,900	+ 1.0	
Preserved herring	27,500	23,900	- 4.8	
Other preserved fish	11,000	10,500	- 4.5	
Other prepared fish dishes, fish balls, fish fingers etc.	27,200	29,400	+ 8.1	
Crustaceans and molluscs, prepared or preserved	17,600	18,300	+ 4.0	
• Sum	112,500	117,800	+ 4.7	
• Total	230,500	242,500	+ 5.2	

* Figures from 2000 are based on estimated data. Official figures are not published for fresh fish and crustaceans since 1999, because they are regarded as being too uncertain estimates.

Source: National Board of Agriculture and estimates based on data from Statistics Sweden and CBI Market Information Database

Market Development 2002-2007, by Quantity

Consumption calculated as production minus exports plus imports.

Product Group	Consumption in 1,000 tonnes							
	2002	2003	2004	2005	2006	2007	±02-07	± 06-07
Fish and seafood	258	260	246	231	231	243	- 15	+12

* Figures from 2000 are based on estimated data. Official figures are not published for fresh fish and crustaceans since 1999, because they are regarded as being too uncertain estimates.

Source: National Board of Agriculture and estimates based on data from Statistics Sweden and CBI Market Information Database

3 Production, Imports and Exports

Sweden does not belong to one of the larger fishing nations in Europe. But with the Baltic Sea on the east coast and the Kattegatt Sea on the west coast and with thousands of fresh water lakes and rivers, Sweden has a domestic fishing industry that nevertheless lands more fish than the domestic market usually can absorb.

Sweden is in fact the seventh largest exporter of fish and crustaceans in the EU, even though a considerable part consists of re-exports of farmed fish from Norway. Even so, Sweden still imports more than it exports. During 2008, imports amounted to 489,000 tonnes and exports to 466,000 tonnes, resulting in net imports of 23,000 tonnes. By value, net imports amounted to € 577 million the same year.

Net Imports 2008, by Quantity and Value

Product Group	Quantity 1,000 tonnes			Value, € Million		
	Imports	Exports	Net	Imports	Exports	Net
Fresh fish and crustaceans	427	440	+ 13	1,630	1,176	- 454
Preserved products	55	24	- 31	219	100	- 119
Oils, flour, meals, pellets	7	2	- 5	19	15	- 4
• Total	489	466	- 23	1,868	1,291	- 577

Source: Statistics Sweden, Eurostat

3.1 Domestic Production and Exports

Domestic landing of fish and seafood amounted to about 220,000 tonnes in 2008, thus exceeding the supply needed for domestic consumption. Sweden is therefore a rather substantial exporter of fish, both for food consumption and for animal feed.

About half the landed volumes consist normally of fish intended for the animal feed market. The main consumer fish species landed are Atlantic herring (25% of total landings) and Atlantic cod (5%).

Swedish sea fisheries normally supply over 90% of the domestic landings. In 2008, they landed 210,000 tonnes, down from 232,000 tonnes in 2007 and 254,000 tonnes in 2005. These figures also include fish and crustaceans landed by Swedish fishing vessels in foreign ports, chiefly in Denmark. This amount is significant and was 120,000 tonnes or 57% of the total catch in 2008, but consisted mostly of fish for animal feed.

Landings of Fish and Seafood 2008, by landed weight

Product Group	Tonnes	±	07-08	%	Share %
Fish for consumption	89 800	-	15 500	15	43
Atlantic herring	49 100	-	14 200	22	24
Atlantic cod	10 500	-	1 200	10	5
Other fish	30 200	+	700	2	14
Crustaceans and molluscs	3 900	+	100	3	2
Fish for animal feed	116 700	-	6 700	5	55
• Total	210 400	-	21 400	9	100

Source: Swedish Board of Fisheries

In addition to sea fishing, freshwater fish is professionally fished in lakes and rivers with a landed weight of around 1,500 tonnes per year. Finally, fish, mainly rainbow trout and mussels, farmed in aquacultures adds another 5,000 tonnes and 1,500 tonnes respectively. The production of farmed fish and mussels has been relatively stable over the past several years.

The main outlet for the Swedish fisheries is the domestic fish processing industry, even if 80% of their need of raw materials is imported. The fish processing sector comprises about 180 companies with 2,000 employees. However, a small number of large companies dominate this sector, of which several are foreign owned.

In addition to the fish Swedish fishing vessels landed in foreign ports, Sweden exported 466,000 tonnes of fish and crustaceans in 2008 in various forms, which was 32,000 tonnes or 7.5% higher than in the preceding year. By value, exports increased 7% to € 1.3 billion in 2008.

It should be noted, however, that a large share of these exports actually consists of imports of farmed salmon and other fish from Norway that are re-exported to other European countries.

About 70% of Sweden's fish exports are normally fresh or chilled whole fish and about 50% of that is salmon, 15% herring and 5% cod species. Regarding processed fish products, about 30% consist of preserved herring and 25% of fish roe and substitute caviar. Exports of prepared or preserved seafood mainly consist of frozen and canned shrimp products. Another large export product is convenience foods containing fish and seafood.

The main export markets for both fresh and processed fish and seafood are other EU countries.

Exports 2008, by Quantity and Value

HS no	Product	Quantity Tonnes	± 07-08%	Value € 1,000
03	Fresh/Frozen/Dried/Salted/Smoked	440,366	+ 7.3	1,176,007
1604	Prepared or preserved fish products	21,638	+ 15.2	84,475
1605	Prepared or preserved crustaceans	2,110	- 20.7	15,557
*	Fish fats, oils & meals	1,921	+ 3.7	15,271
	• Total	466,035	+ 7.5	1,291,310
* 150410-150420 Fish fats and oils, and 230120 Fish flour, meals and pellets				
Source: Eurostat				

3.2 Imports

In 2008, imports of fish and seafood amounted to 489,000 tonnes by quantity, which was 7% higher than the preceding year. As has been stated above, a relatively large share of this amount consists of farmed salmon from Norway, which is re-exported to other nearby countries. By value, imports amounted to € 1.9 billion, which equalled an increase of 2%.

The major part of fish imported into Sweden comes from other European countries, with Norway as the dominant supplier. The 12 most important suppliers from outside of Europe include the following countries (for more details, see also **Appendix 1**):

- China (fish fillets, chilled and frozen fish, preserved fish and seafood)
- Thailand (fish fillets, molluscs, preserved fish and seafood products)
- USA and Canada (frozen fish, fish fillets, lobsters, crustaceans)
- Vietnam (frozen fish, fish fillets, pres. fish and crustaceans)
- Chile (fish fillets, preserved crustaceans and molluscs)
- New Zealand (fish fillets, molluscs)
- Philippines (preserved fish and seafood)
- Morocco (preserved fish and seafood)
- Turkey (preserved crustaceans, crayfish)
- Indonesia (crustaceans)
- Colombia (preserved fish)

Imports 2008, by Value

HS no	Product	Value € 1,000	± 07-08%
Fresh, frozen, dried, salted or smoked			
0301	Live fish	5,028	- 17.0
0302	Fresh or chilled fish	920,851	+ 12.5
0303	Frozen fish	23,426	- 9.5
0304	Fish fillets	316,938	- 8.7
0305	Dried, salted or smoked fish	275,586	- 10.4
0306	Crustaceans	79,124	- 7.8
0307	Molluscs	9,388	+ 5.4
	• Sum	1,630,341	+ 1.9
Prepared or preserved			
1604	Fish products	122,712	+ 5.5
1605	Crustaceans and molluscs	95,786	- 2.7
	• Sum	218,498	+ 1.8
Oils, Flour, Meals and Pellets			
150410-20	Fish fats and oils	14,671	- 9.1
230120	Fish flour, meals and pellets	9,343	+ 27.2
	• Sum	18,978	- 2.8
	• Total	1,867,816	+ 1.8

Source: Statistics Sweden, Eurostat

Imports 2008, by Quantity

HS no	Product	Quantity Tonnes	± 07-08%
Fresh, frozen, dried, salted or smoked			
0301	Live fish	223	- 30.7
0302	Fresh or chilled fish	289,097	+ 14.1
0303	Frozen fish	7,081	+ 0.3
0304	Fish fillets	69,233	- 0.2
0305	Dried, salted or smoked fish	41,686	- 7.9
0306	Crustaceans	16,906	- 9.0
0307	Molluscs	2,236	+ 2.6
	• Sum	426,462	+ 7.6
Prepared or preserved			
1604	Fish products	38,868	- 0.1
1605	Crustaceans and molluscs	16,534	- 6.2
	• Sum	55,402	- 2.0
Oils, Flour, Meals and Pellets			
150410-20	Fish fats and oils	2,509	+ 6.1
230120	Fish flour, meals and pellets	4,607	+ 61.1
	• Sum	7,116	+ 36.2
	• Total	488,979	+ 6.8

Source: Statistics Sweden, Eurostat

In 2008, the largest import item was fresh and chilled fish, which accounted for about 60% of total imports by value (50% by quantity). Important species in this category are salmon and cod species, followed by flatfish and herring.

The principal whole and cleaned fish species are salmon and cod. The most important fish fillets are salmon, cod, Alaska pollock and plaice. Dried fish are mainly different cod species and smoked fish are salmon.

Among preserved and prepared fish products, the most significant import items are frozen fish fingers and battered and bread-crumbed fish fillets, preserved herring, canned tuna, canned mackerel and fish roe and caviar substitute, in that order.

Fish fingers and similar products are chiefly imported from European sources. Thailand is the dominating exporter of tuna to Sweden while mackerel is mainly imported from other countries in Northern Europe.

Over 90% of the Swedish consumption of shrimps consists of type Nordic shrimps. Sweden imports most of frozen Nordic shrimps from Denmark. Smaller volumes are also imported from Canada. The Nordic shrimps are usually boiled and frozen at sea. Frozen warm-water shrimps and prawns are imported from Thailand, Indonesia and China.

Prepared or preserved shrimp, usually peeled and canned, are chiefly imported from within Scandinavia, but small amounts of preserved warm-water shrimp also come from Thailand and China.

Most crabs are imported boiled and chilled in vacuum packs. The main supplier is Ireland. Prepared or preserved crabmeat is imported from the EU and from Thailand and Canada. Boiled and frozen lobsters are mainly imported from Canada.

The river crayfish, a traditional Swedish delicacy, are usually imported, spiced, boiled and frozen. The biggest exporters from outside the EU are China and Turkey.

Sweden consumes relatively little molluscs. Imports of oysters, which amount to about 100 to 120 tonnes annually, chiefly come from other EU countries. Fresh pilgrim scallops and other clams are imported from Norway and USA, while frozen scallops and clams come from Norway and nearby European countries.

Live mussels are mainly imported from Norway and frozen mussels from Denmark and New Zealand. Squid is mostly imported in frozen form. Main suppliers include the EU and Thailand. In addition, small amount of fresh squid is imported from the EU. Frozen octopus is almost entirely imported from the EU.

Prepared or preserved molluscs, mostly consisting of canned mussels, are mainly delivered from the EU and from South East Asia.

4 Distribution Channels

Four trade groups, ICA, Coop, Axfood and Bergendahls - with both retail and wholesale activities - dominate the Swedish distribution of food and beverages to the retail sector. All four groups have also built up their own buying and import departments.

These trade groups import some of their general food supplies by themselves, especially items bought in high volumes, and some through independent wholesalers acting as importers or agents. This also applies for fish and seafood products.

The foodservice sector (hotels, restaurants and catering establishments), that account for about one third of the food market, are supplied by specialised wholesalers, which also act as importers. The largest ones are Servera, Menigo, Svensk Cater and Martin Olsson.

Besides these groups, imports of fish and seafood products are also conducted by a few importing wholesalers usually specialised in either fresh products or frozen products. These specialised importers/wholesalers may distribute their goods either via the large retail groups or the food service wholesalers, or directly to large end users. There are also some importers specialised in selling directly to the food industry. However, the large fish manufacturers often conduct their own buying.

A market characteristic is that the Swedish fish sector comprises few players. Imports of frozen fish items are handled by about 20 companies, of which half act as wholesalers and half as packers or processors.

Fresh fish is chiefly imported by specialised wholesalers and by a few food processing industries and food packers. Prepared and preserved seafood is imported by importers/wholesalers. However, as a rule, specialised fish importers do not handle canned fish or crustaceans.

For more information about importers of fish and seafood, see box below.

Find more information here

A selection of retailers, wholesalers, importers and processors engaged in importing and distributing fish and seafood on the Swedish market

Retail Groups	ICA	www.ica.se
	Coop Sweden	www.coop.se
	Axfood	www.axfood.se
Foodservice Wholesalers	Servera	www.servera.se
	Menigo	www.menigo.se
	Svensk Cater	www.svenskcater.se
	Martin Olsson	www.martinolsson.se
Fish Importers & Wholesalers	Björk & Magnusson	www.bjork-magnusson.se
	Seafood Supply	www.seafoodsupply.se
	Lobster Seafood	www.lobster.se
	Polar Seafood	www.polarseafood.se
Fish Processors	Findus	www.findus.se
	Abba Seafood	www.abbaseafood.se

5 Market Access

Importing goods to Sweden is governed by a complex set of EU and national directives, laws, regulations and standards. These requirements concern import tariffs as well as regulations on food safety and quality issues.

In addition, large importers have developed a number of own standards and requirements.

5.1 Packing Requirements and Standards

As a member of the EU, the EU rules apply to packaging and markings. The most important rules are that all products in consumer packages must show a "best used before date" and that all required information must be given in Swedish.

There are also rules as to what information has to be given on the packages, such as contents, weight and additives.

Sweden has a "positive" list of approved food additives, which means that additives not on the list for the products in question are forbidden in Sweden. The EU has adopted the Swedish positive list, with a few changes, in an EU directive regarding additives in food.

For an exporter of consumer-packed foodstuffs, the best way to ensure that the product, packaging and markings comply with Swedish rules is to rely on the importer's instructions. It is the importer who is responsible for products from outside the EU. Bulk-packed products for the restaurant and catering trade have their own rules.

Importers often have their specific requirements regarding type and size of packaging as well as regarding design and text on labels.

5.2 Food Safety

Under EU rules only products from fisheries and canning factories approved by the EU can be imported into Sweden. Such fisheries and plants are given a number by EU authorities and this number must be quoted in shipping documents. With each shipment there must also be a health certificate issued by a control authority in the exporting country that has been approved by the EU.

In addition to this, the importing country's authorities must perform controls to check for bacteria and additives, and in the case of molluscs, also for toxins. The best way to ensure a quality acceptable under EU rules is to follow the Codex Alimentarius standards issued by FAO.

Importers of foodstuffs into Sweden must be registered with the National Food Administration. Such registered importers have the experience and knowledge to give advice to exporters regarding import regulations as well as regarding product quality, packaging and markings.

5.3 Transport

Transports of frozen fish and crustaceans from overseas suppliers are usually by ships in deep-freeze containers. Fresh fish and crustaceans are normally air-freighted from countries outside Europe and from Iceland. Within Europe fish is transported by refrigerated truck except live oysters and other very perishable goods.

5.4 Terms of Payment

Price, quality and reliable deliveries are all very important considerations, but terms of payment are also taken into account.

Swedish importers accept payment by letter of credit but prefer to include a stipulation that allows the veterinary inspection to be carried out and the goods approved, before the bank releases the payment. Within Europe payment is normally against invoice.

5.5 Customs Tariffs

As full members of the EU, Sweden is part of the EU customs union, which has abolished all customs duties and trade barriers between its members.

These rates apply to all countries, which are not subject to preferential trade. In addition to customs duties, the EU has set up trade barriers to protect its domestic production, such as tariff rate quotas and entry prices.

A tariff quota is an amount for which a low duty rate applies. A higher duty rate has to be paid for all imports above that limit.

Custom duties within the EU vary between 0% and 20% on fish and other seafood and products made from these. The highest duties apply to fish and crustaceans that are important to EU fisheries, such as sardines, tuna and some crustaceans.

As the Combined Nomenclature used by the EU is very detailed and lists hundreds of species and sub-species of fish, crustaceans and molluscs, it is not possible to give any details in this brief.

To be able to see which duty rate is applicable and find out if the product qualifies for a preference, it is essential to know the product's customs code in the Harmonised System.

It is possible to get a lower or reduced customs duty if the product is exported from a developing country, or from a country that has a free trade agreement with the European Union.

To support developing countries, the EU has different kinds of preferential agreement schemes - the Generalised System for Preferences (EU-GSP), Regional Economic Partnership (EPA) Agreements, and bilateral free trade agreements with specific countries and regions (FTAs).

It should be noted, that the EU customs tariff system is under constant revision. So are the bilateral preferential agreements and import quotas.

Products originating in countries of the different preferential schemes can benefit from the lower duty rates, only if they have been “wholly obtained” in a beneficiary country or, where this is not the case, have undergone sufficient processing there.

To prove that the rules of origin are fulfilled, the exporter has to provide a “Certificate of Origin Form A”. For products originating in the ACP states, instead a “Movement Certificate EUR.1” has to be provided.

However, if the total consignment contains products whose total value does not exceed € 6,000, an invoice declaration given by the exporter is accepted, provided appropriate documents showing the originating status are submitted.

It is the responsibility of the exporter to ensure, that the requirements regarding origin is met. It is very important to have settled all documents, as prior to the importation the customs administration will verify, that the goods satisfy the rules of origin. If the goods are not entitled to preferential treatment, the importer becomes liable for the duty at full rate.

Up-to date information about EU customs duties, preferential tariffs, entry prices, tariff quotas and rules of origin, can be downloaded from several internet sites, see **Appendix 2**.

5.6 Price Supports

As a member of the European Union, the only accepted support system for fisheries is the EU-model, based on a system of minimum prices and withdrawal prices.

Withdrawal prices for all important fish species are issued by the European Union. The Swedish Fishermen's Producers' Organisations fix a Swedish minimum price which can be at the most 10% higher or lower than the EU withdrawal price. Minimum prices are given for herring and Baltic herring, cod fish of different species, flatfish and some other fish species as well as cooked shrimps.

Withdrawal prices are paid for "surplus" fish that could not be sold at the agreed minimum price. The cost of supporting the withdrawal price is covered by support from the EU. The amount of surplus fish that the EU-support will cover is limited to an agreed percentage of the yearly catch of each species. Landing fees paid by the Swedish fishermen covers the balance.

5.7 Open Trade Gate Sweden

In order to facilitate for exporters from non-EU countries to enter the Swedish market, the Swedish government has set up Open Trade Gate Sweden, located at the National Board of Trade which is Sweden's governmental agency for foreign trade and trade policy.

The purpose with Open Trade Gate is to provide exporters with information about rules and regulations, to investigate and try to solve barriers to trade, as well as influencing Swedish and EU trade policies and development strategies.

Exporters in developing countries can contact Open Trade Gate for assistance about customs procedures and preferences, labelling, packaging, health and sanitary requirements. For contact information, see **Appendix 2**.

6 Recommendations

An exporter who wishes to export to Sweden must first obtain approval from the EU of his fishery or processing factory. Once the exporter is approved he should contact Swedish importers and make an appointment in Sweden to show his products. The exporter can also visit or exhibit at the food and fish fairs in Europe, the most important of which is the yearly European Seafood Exhibition in Brussels in April. Swedish importers also visit the food fairs in Cologne (Anuga) and Paris (Sial), which are held once every second year.

There is a food fair in Stockholm called GastroNord, which is held in the spring every second year. But one would not necessarily meet Swedish importers at this fair. The exhibitors are mainly Swedish wholesalers and manufacturers and the visitors are retailers and restaurant owners.

When an exporter contacts a Swedish importer for the first time he cannot expect an order. It may take weeks and months before samples have been approved, prices and terms and packaging and shipping method discussed and agreed. If the offer involves a species not well known on the Swedish market, it will take still longer as a sample order will be placed and the products tested by the importer's customers, who may be restaurant and catering wholesalers, industries or consumer goods wholesalers, much depending on the product.

Frozen fish and crustaceans are bought on a spot market. Often the contents of the containers imported are already sold to the importer's customers when it is ordered. Long-term contracts are not used, but a good reputation and well established contacts with importers should be developed and maintained.

Appendix 1

Imports of Fish and Crustaceans 2006-2008

Imports by commodity groups according to the
Harmonized System (HS), 2-6 digits.
Sources: Eurostat, Statistics Sweden

HS no.	Commodity Group	Quantity in Tonnes			Value in EUR 1000	
		2006	2007	2008	2007	2008
03	Fish and Crustaceans					
1604-05	Prepared or Preserved Fish and Crustaceans					
150410-20	Fish Fats and Oils					
230120	Fish Flours, Meals and Pellets					
	Total imports	396,444	458,034	488,979	1834,350.4	1867,815.7
	Outside Europe	29,579	34,438	33,789	130,985.8	126,491.5
	China	10,605	14,075	13,372	50,788.7	43,798.1
	Thailand	6,057	6,536	6,410	24,618.2	25,328.5
	USA	2,802	3,193	2,119	10,488.1	14,857.6
	Canada	1,840	2,589	2,415	15,555.5	14,852.1
	Vietnam	1,711	2,768	3,676	8,271.9	9,304.9
	Chile	642	781	661	4,093.9	4,155.3
	New Zealand	1,181	1,208	1,038	3,989.2	3,967.4
	Philippines	2,042	1,095	1,420	2,123.0	3,589.4
	Morocco	230	294	642	714.8	3,409.9
	Turkey	197	184	165	1,726.8	1,801.0
	Indonesia	233	243	140	2,140.3	1,202.2
	Colombia	165	115	371	332.6	1,087.7
	Singapore	62	32	9	835.3	810.8
	Bangladesh	70	55	111	455.2	627.9
	Argentina	467	188	206	506.4	487.6
	Namibia	123	79	125	362.2	474.0
	India	53	42	92	264.5	459.0
	South Africa	-	-	113	-	456.2
	Peru	76	101	83	325.2	442.8
	South Korea	217	284	121	668.1	407.8
	Myanmar	85	159	91	524.3	364.6
	Papua New Guinea	265	34	101	66.8	304.0
	Israel	1	1	1	226.8	300.5
	Tanzania	53	27	50	103.3	173.1
	Ecuador	18	-	42	-	152.2
	Malaysia	0	9	19	43.6	148.6
	Sri Lanka	17	1	1	139.8	125.4
	Brazil	1	1	1	145.8	112.9
	Taiwan	13	27	27	148.1	84.0
	Hong Kong	0	0	0	54.9	60.3
	Maldives	-	3	6	30.3	45.0
	Senegal	0	84	14	342.2	42.9
	Malawi	0	0	0	13.7	29.9
	Ghana	88	64	-	163.7	-
	Mauritania	10	17	-	74.7	-
	Uruguay	-	25	-	61.8	-
	Other countries	93	52	19	143.7	135.5
0301	Live Fish					
	Total imports	261	322	223	6,056.3	5,027.9
	Outside Europe	17	20	17	2,295.8	2,300.8
	Singapore	4	4	4	790.4	771.4
	Indonesia	3	3	5	334.9	374.4
	Israel	1	1	1	226.8	300.5
	Thailand	2	3	1	274.8	196.3
	Sri Lanka	2	1	1	139.8	124.7
	Brazil	1	1	1	145.8	112.9
	Vietnam	0	1	0	89.5	93.9
	Colombia	1	1	0	58.8	62.4
	USA	1	0	0	49.1	60.2
	Hong Kong	0	0	0	54.9	59.2
	Peru	0	0	0	35.4	32.2
	Philippines	0	0	0	19.7	30.8
	Malawi	0	0	0	13.7	29.9
	Other countries	2	5	4	39.1	29.5

HS no.	Commodity Group	Quantity in Tonnes			Value in EUR 1000	
		2006	2007	2008	2007	2008
0302	Fresh or Chilled Fish <i>excl. fillets and fish meat (0304)</i>					
	Total imports	216,256	253,372	289,097	818,625.7	920,850.5
	Outside Europe	164	169	127	2,017.5	1,098.4
	Canada	144	123	100	1,444.7	875.3
	USA	4	44	21	559.0	221.5
	India	-	1	3	10.3	20.6
	Oman	-	-	2	-	9.8
	Sri Lanka	15	-	-	-	-
	Other countries	1	1	1	3.5	1.2
0303	Frozen Fish <i>excl. fillets and fish meat (0304)</i>					
	Total imports	6,962	7,059	7,081	25,889.4	23,426.1
	Outside Europe	894	974	786	2,480.0	1,934.6
	USA	645	668	552	1,820.9	1,243.8
	Canada	79	52	61	112.8	319.7
	Myanmar	18	103	58	159.4	96.3
	Vietnam	11	34	49	67.4	117.7
	Peru	48	53	32	173.0	107.6
	China	44	13	20	52.3	21.9
	Thailand	15	26	12	43.7	22.4
	Ecuador	18	20	-	33.9	-
	Other countries	16	5	2	16.5	5.3
0304	Fish Fillets <i>and other fish meat, whether or not minced, fresh, chilled or frozen</i>					
	Total imports	59,230	69,378	69,233	347,118.6	316,938.0
	Non-European imports	12,921	17,153	16,144	63,320.1	56,302.9
	China	6,595	9,376	9,021	33,123.2	27,122.7
	Thailand	1,220	1,773	1,735	12,298.0	12,319.9
	Vietnam	1,092	1,939	2,600	4,194.3	5,181.7
	Chile	547	646	527	3,655.5	3,646.3
	New Zealand	1,114	1,153	943	3,824.0	3,284.0
	USA	1,789	2,037	1,027	4,494.7	2,596.3
	Namibia	123	79	125	358.6	474.0
	South Africa	-	-	113	-	456.2
	Argentina	441	150	166	422.4	382.8
	Peru	29	48	51	116.9	302.0
	Tanzania	52	26	50	87.8	172.6
	Malaysia	-	-	19	-	118.5
	India	-	1	10	8.8	77.7
	Taiwan	3	17	7	131.5	56.1
	Maldives	-	3	6	30.3	45.0
	Senegal	-	84	14	342.2	42.9
	Mauritania	10	17	-	74.7	-
	Uruguay	-	25	-	61.8	-
	Other countries	105	32	9	95.4	22.5
0305	Dried, Salted or Smoked Fish <i>whether or not cooked; flours, meals and pellets of fish, fit for human consumption</i>					
	Total imports	34,297	45,244	41,686	307,717.0	275,585.8
	Non-European imports	24	72	21	153.5	90.9
	USA	-	69	19	141.4	80.4
	Thailand	2	2	2	10.3	10.3
	China	21	-	-	-	-
	Other countries	1	1	0	1.8	0.2

HS no.	Commodity Group	Quantity in Tonnes			Value in EUR 1000	
		2006	2007	2008	2007	2008
0306	Crustaceans <i>whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine, incl. in shell, cooked by steaming by boiling water</i>					
	Total imports	18,216	18,583	16,906	85,815.9	79,124.0
	Non-European imports	1,572	2,202	1,748	13,617.0	10,124.3
	Canada	706	1,063	787	5,372.2	3,357.9
	Vietnam	322	516	434	3,206.7	2,404.7
	Turkey	59	42	114	477.9	1,250.3
	USA	82	104	88	1,074.6	985.4
	Indonesia	140	149	88	1,427.9	647.6
	Bangladesh	70	55	111	455.2	625.6
	China	85	181	67	909.8	361.1
	Myanmar	57	49	32	350.2	268.3
	India	35	12	21	105.7	160.2
	Thailand	14	10	5	92.5	55.0
	Philippines	-	10	-	84.9	-
	Other countries	2	11	1	59.6	8.4
0307	Molluscs <i>whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine, incl. aquatic invertebrates other than crustaceans and molluscs; flours, meals and pellets of aquatic invertebrates other than crust; fit for human consumption</i>					
	Total imports	2,483	2,295	2,236	8,904.9	9,388.2
	Non-European imports	228	343	357	1,574.1	1,602.0
	USA	33	67	61	722.6	525.5
	Thailand	58	62	84	294.6	316.8
	New Zealand	67	54	95	150.7	308.1
	Canada	9	2	5	121.1	216.7
	China	46	132	69	228.7	112.5
	Chile	1	-	13	-	34.8
	Vietnam	4	7	9	21.0	31.3
	Taiwan	9	9	20	16.6	26.4
	Other countries	1	10	1	19.1	29.9
1604	Prepared or Preserved Fish <i>Incl. caviar and caviar subst. prepared from fish eggs</i>					
	Total imports	36,241	38,920	38,868	116,287.4	122,711.6
	Non-European imports	9,654	8,106	8,912	19,587.8	25,180.2
	Thailand	4,573	4,383	4,414	10,504.3	11,733.3
	Philippines	2,032	1,084	1,420	2,016.5	3,558.6
	Canada	414	177	225	1,643.0	2,612.2
	USA	245	194	326	1,470.1	2,134.5
	China	907	1,078	1,045	1,496.2	1,547.4
	Colombia	164	114	371	258.2	1,022.0
	Vietnam	256	220	364	408.9	922.3
	Morocco	230	294	277	714.8	699.2
	Papua New Guinea	265	34	101	66.8	304.0
	Ecuador	18	-	42	-	152.2
	South Korea	165	260	77	494.7	145.3
	Argentina	26	38	40	84.0	98.0
	India	-	-	37	-	66.3
	Chile	50	44	29	74.9	60.4
	Singapore	47	28	7	44.9	39.4
	Indonesia	35	32	16	66.9	38.9
	Ghana	88	64	-	163.7	-
	Other countries	10	6	5	80.0	37.2

HS no.	Commodity Group	Quantity in Tonnes			Value in EUR 1000	
		2006	2007	2008	2007	2008
1605	Prepared or Preserved Crustaceans and Molluscs <i>incl other aquatic invertebrates</i>					
	Total imports	15,697	17,636	16,534	98,410.5	95,785.9
	Non-European imports	3,903	5,128	5,363	25,729.5	27,579.0
	China	2,933	3,276	3,120	14,881.3	14,443.7
	Canada	474	1,167	1,238	6,790.2	7,470.0
	Morocco	-	-	365	-	2,710.7
	Thailand	173	277	156	1,100.0	674.5
	Vietnam	26	51	220	284.2	553.3
	Turkey	138	142	51	1,248.9	550.7
	Chile	43	91	92	355.6	413.8
	South Korea	52	24	44	173.4	262.5
	USA	2	18	25	115.7	229.5
	Indonesia	35	59	30	293.6	132.3
	India	18	21	21	125.1	130.6
	Other countries	9	2	1	14.1	7.6
150410	Fish-Liver Oils <i>and their fractions, whether refined or not, excluding chemically modified</i>					
	Total imports	1,107	818	824	5,139.7	5,328.3
	Non-European imports	-	10	10	4.2	18.7
150420	Fish Fats and Oils <i>and their fractions, whether refined or not, excluding liver oils, and chemically modified</i>					
	Total imports	827	1,546	1,685	10,998.0	9,342.9
	Non-European imports	12	18	30	191.6	215.7
	China	7	15	30	95.9	184.4
	Malaysia	-	-	0	-	25.2
	USA	1	1	0	40.1	5.8
	Canada	0	1	0	46.0	0.3
	Other countries	4	1	-	9.6	-
230120	Fish Flours, Meals and Pellets <i>of fish and crustaceans, molluscs or other aquatic invertebrates, unfit for human consumption</i>					
	Total imports	4,866	2,860	4,607	3,386.8	4,307.0
	Non-European imports	0	0	0	14.5	14.2
	New Zealand	0	0	0	14.5	14.2

Appendix 2

Useful Internet Links

Information about the EU

EU Export Helpdesk <i>Information about duty rates and import regulations</i>	http://exporthelp.europa.eu
EU Trade Relations	http://ec.europa.eu/trade
EU official website	http://europa.eu/index_en.htm
EU Statistics – Eurostat	http://epp.eurostat.ec.europa.eu
EU Food Safety	http://ec.europa.eu/food/index_en.htm
CBI Centre for Promotions	www.cbi.eu

Information about Sweden

Sweden's official website	www.sweden.se
Open Trade Gate Sweden <i>Trade rules and requirements</i>	www.opentradegate.se
National Food Administration <i>Food safety and regulations</i>	www.slv.se/en-gb
Board of Agriculture	www.sjv.se
Statistics Sweden	www.scb.se
Swedish Customs	www.tullverket.se/en
Swedish Trade Federation	www.svenskhandel.se (enter English)
Swedish Chambers of Commerce <i>Business contacts, market information</i>	www.swedishchambers.se
National Board of Trade	www.kommers.se
Swedish Associations of Agents <i>Network for agents and brokers</i>	www.agenturforetagen.se
Swedish Food Federation	www.li.se
Fairlink (Trade fairs in Scandinavia)	www.fairlink.se

Information about the Fish Sector

Swedish Board of Fisheries	www.fiskeriverket.se
Federation of Swedish Fish Industries and Trade	www.fiskbranschen.se
Swedish Aquaculture Association	www.vattenbrukarna.se
Svensk Fisk (Swedish Fish) <i>Website promoting fish and seafood</i>	www.svenskfisk.se
Swedish Fish Wholesalers	www.skillingefisk-impex.com

Other useful links

Emarket Services	www.emarketservices.com
<i>Online business directory</i>	
FAO- Food and Agriculture Org.	www.fao.org

Appendix 3

Currency Conversion

Average exchange rate of the Swedish currency SEK							
	Average rate in SEK						
	2000	2004	2005	2006	2007	2008	2009*
1 Euro €	8.45	9.13	9.28	9.25	9.25	9.61	10.63
1 US Dollar \$	9.17	7.35	7.48	7.38	6.76	6.58	7.66

* 1 January - 21 December 2009
Source: Swedish Central Bank (Riksbanken)

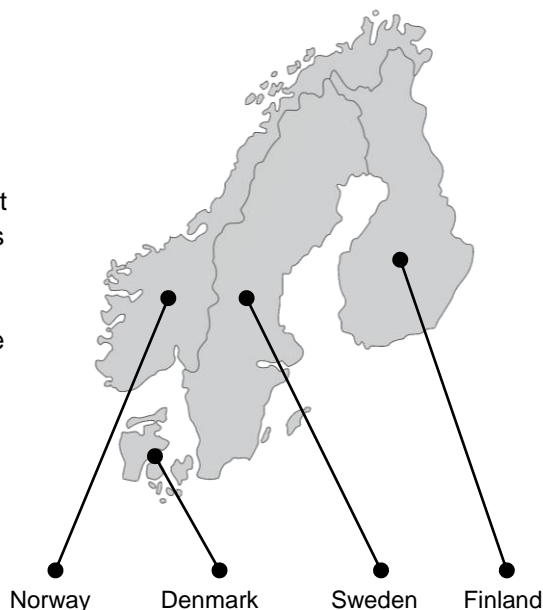
The Nordic Market

There are many similarities among the Nordic 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 Nordic markets it therefore might be relevant to consider the possibilities in the other countries as well.

Three of the Nordic countries work with trade and import promotion activities. Below you will find contact details of the import promotion organisations in Finland, Norway and Sweden.

Population:	Denmark	5.5 million
	Finland	5.3 million
	Norway	4.8 million
	Sweden	9.3 million



Denmark

As from January 2010, Denmark has no trade promotion programme. The earlier programme (DIPP), which was financed by Danida (the Danish International Development Assistance), ended on 31 December 2009.

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 promotes imports from developing countries.

Contact details:

HSH – Department of International Trade Cooperation (DITC)
P.O. Box 2900 Solli,
NO-0230 Oslo, Norway
Phone: +47-2254 1700
Direct phone: +47-2254 1752
Fax: +47-2256 1700
E-mail: ellen.gjeruldsen@hsh-org.no
Internet: www.hsh-org.no

Finland

The Finnish business partnership programme, Finnpartnership, provides advisory services for business activities of Finnish companies in developing countries and financial support in the planning, development and implementation phases of a project.

Contact details:

Finnpartnership - Finnish Business Partnership Programme
c/o Finnfund
P.O. Box 391
FI-00121 Helsinki, Finland
Phone. +358-9-3484 3314
Fax +358-9-3484 3346
Internet: www.finnpartnership.fi

Sweden

The programme is carried out in cooperation with Sida (Swedish International Development Cooperation Agency). It focuses on business contacts, market information, training and extended contacts in order to promote export from developing countries.

Contact details:

Swedish Chambers of Commerce
Trade Promotion
P.O. Box 16050
SE-103 21 Stockholm, Sweden
Phone: +46-8-555 100 00
Fax: +48-8-566 316 30
E-mail: info@chambertrade.com
Internet: www.swedishchambers.se



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