Swedish Chambers

TRADE PROMOTION PROGRAMME
OF THE SWEDISH CHAMBERS

Market Brief

Focus on the Swedish Market

Carpets

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

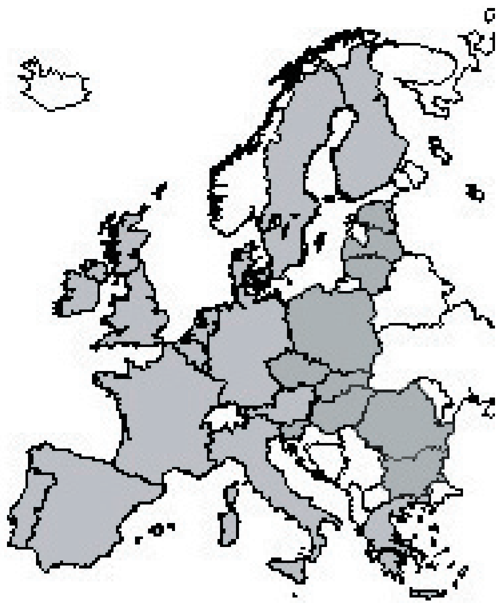
Currency:
1 krona (SEK) = 100 öre

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



List of Contents

Author: Squires, Schalin & Co. KB, Stockholm
Updated by LADP, Stockholm

Published by: The Chamber of Commerce of East Sweden
November 2008

This document has been financed by the Swedish Chambers and the Swedish International Development Corporation Agency, Sida. Sida does not necessarily share the views expressed in this material. Responsibility for its contents rests entirely with the author.

1 Definitions and Limitations

This market brief covers rugs and carpets made of natural materials, used on top of other flooring materials. Such rugs and carpets are found under the following headings within the Combined Nomenclature (CN) of the European Union:

5701.10	Hand-knotted carpets, of wool
5701.90	Hand-knotted carpets, of other textile materials
5702.10	Kelem- and Soumac-type woven rugs
5702.59	Woven rugs without pile, not made-up, of other textile material
5702.91	Woven rugs without pile, made-up, of wool
5702.99	Woven rugs without pile, made-up, of other textile material

Broadloom carpets with pile under CN numbers 5702.31 and 39, usually used as wall-to-wall carpeting, as well as felt and tufted carpets and choir carpets found under CN headings 5703 - 05 are not included in this market brief.

CN numbers 5702.41 and 5702.49.10 are mainly applied to machine-woven pile carpets of Wilton or Axminster type and are not included.

CN number 5702.10 relates to rugs of the Kelem type. Technically the traditional Swedish Röllakan rugs are of this type and are thus usually assigned to this code number in the customs statistics.

CN 5702.91 are applied to made-up woven woollen rugs and druggets without pile. Sometimes Röllakan rugs are assigned to this code number instead of 5702.10.

CN numbers 5702.59 and 5702.99 are applied to carpets made from natural vegetable fibres such as cotton, sisal and jute. Cotton druggets of a type known as "trasmattor" in Sweden fall under these CN numbers, in rolls and in made-up lengths respectively. Trade statistics cannot separate the cotton druggets from carpets or druggets made from other vegetable fibres under CN numbers 5702.59 and 99. But almost all carpets imported under these headings are made of cotton as sisal and jute carpets are very unusual in Sweden.

In order to assess the domestic consumption in production values, the term “apparent consumption” is used. Apparent consumption is defined as imports plus domestic production minus exports. This term provides a rough picture of how much of the imported and locally produced goods that are actually consumed locally and how much that is exported or re-exported abroad. The figure indicates the value of the domestic consumption in production oriented prices.

There are certain limitations regarding the accuracy of the apparent consumption calculation. Since Sweden to a large degree is an export oriented country with a small domestic market, a large part of the imported (and domestically produced goods) are re-exported with a higher value by Swedish manufacturers and retailers.

Since most of the imports and domestic production are measured in manufacturer’s prices plus shipping and most of the exports are measured in retail prices plus shipping, the value of the exports will be inflated, which makes the apparent consumption calculated in value seem lower than it actually is, compared to if the exports were calculated in production prices.

The trade data is extracted from Statistics Sweden's database (www.scb.se). Confidential data is excluded and the data is not adjusted for non response.

2 Market Characteristics

2.1 Market Size

Hand-knotted Carpets

There is no domestic production of hand-knotted carpets in Sweden. In the ten year period 1998-2007, the apparent consumption of hand-knotted carpets has fluctuated between 839 metric tons worth SEK 77 million in 1998 and 1,382 metric tons worth SEK 110 million in 1999. In 2006 the apparent consumption was 1,126 metric tons worth SEK 79 million and in 2007 it was 1,110 metric tons worth SEK 86 million.

Woollen carpets dominate the apparent consumption of hand-knotted carpets, but the proportion made of other textile materials has increased during the last couple of years. Between 1998 and 2005, the apparent consumption in value of woollen hand-knotted carpets remained over 95% of the apparent consumption in value of all hand-knotted carpets. In 2006, the apparent consumption in value of woollen hand knotted carpets declined to 91% and in 2007 to 85% of the apparent consumption in value of all hand-knotted carpets.

Woven Carpets

There are hardly any woven carpets made in Sweden anymore. Since 2004, no domestic production is registered. Between 2000 and 2004, the value of the domestic production fluctuated between SEK 0.4 million in 2000 and SEK 3 million in 2003. In 2000 and 2001, woollen carpets dominated while carpets made out of other textile materials dominated the domestic production between 2002 and 2004.

Since there is only information available about the value of the domestic production and not about its weight, the domestic production is excluded from the calculations of the apparent consumption of woven carpets below. During the peak year of domestic production, 2003, its value was only 2% of the value of imported woven carpets however. Hence, excluding the domestic production from the calculation of the apparent consumption will not constitute any major error.

In the ten year period 1998-2007, the apparent consumption of woven carpets has fluctuated between 2,538 metric tons worth SEK 63 million in 2003 and 3,655 metric tons worth SEK 109 million in 2001. In 2006, the apparent consumption was 3,207 metric tons worth SEK 60 million and in 2007 it was 2,900 metric tons worth SEK 43 million.

Woven rugs without pile, made-up, of other textile materials (most of which are made of cotton and of the ”trasmattor” kind) have increasingly dominated the apparent consumption. Between 1998 and 2007, the share of the apparent consumption of these carpets in relation to the apparent consumption of all woven carpets increased from 58% to 85%.

2.2 Imports and Exports

Hand-knotted Carpets

Woollen carpets dominate the imports of hand-knotted carpets, even though the trend during the last couple of years is that hand-knotted carpets of other textile materials increases its share of the imports. In this section, the amount of woollen carpets is shown in parenthesis so that it could be compared to the overall imports. In the ten year period 1998-2007, Sweden’s import of hand-knotted carpets fluctuated between 1,143 (1,118) metric tons worth SEK 91 (88) million in 2003 and 1,710 (1,691) metric tons worth SEK 150 (147) million in 1999. Sweden imported 1,502 (1,413) metric tons worth SEK 116 (107) million in 2006 and 1,353 (1,154) metric tons worth SEK 115 (100) million in 2007.

The biggest exporter in weight of hand-knotted woollen carpets to Sweden is India with a market share of between 37% (year 2000) and 66% (2007) between 1998 and 2007. The second county in market share in 2007 was Iran (15%), followed by Denmark (9%), Pakistan (5%), Nepal (1%), Norway (1%) and Germany (1%). The same countries have the biggest market shares of the Swedish’ imports of hand-knotted woollen carpets in value, but the order and proportions are altered. India is still the biggest exporter with 32% of the value, followed by Iran (22%), Denmark (17%), Pakistan (11%), Germany (8%), Norway (4%) and Nepal (2%).

Trade statistics does not show the country of origin, only the country from where the carpets have come to Sweden. Many carpets are imported via wholesale companies in Denmark, Norway and Germany. This is the reason why these countries have such large market shares. The fact that there is a middle man also explains the larger market shares in value of the imports from these countries when compared to the market shares in weight.

A substantial portion of the imported hand-knotted carpets of wool were re-exported to other countries, mainly Norway, Denmark and Finland, but also to several other countries such as Turkey, Israel and Spain. The share in weight of the imported carpets that were re-exported fluctuated between 13% (year 2004) and 35% (2008) between 1998 and 2007. The re-export was 26% in 2006 and 20% in 2007.

India also dominates the exports of hand-knotted carpets in other textile materials to Sweden. In 2007, India’s market share was 58% in weight and 37% in value, followed by China (excluding Hong Kong) with 12% in weight and 6 % in value and Turkey with 11% in weight and 3% in value. A small portion of these carpets were re-exported, mainly to Norway and Finland.

Woven Carpets

Woven rugs without pile, made-up, of other textile materials (most of which are made of cotton and of the ”trasmattor” kind) have increasingly dominated the imports of woven carpets. In this section, the amount of this kind of carpets is shown in parenthesis so that it could be compared to the overall imports. In the ten year period 1998-2007, Sweden’s import of woven carpets fluctuated between 4,383 (2,996) metric tons worth SEK 148 (99) million in 2003 and 5,704 (3,933) metric tons worth SEK 168 (97) million in 2000. Sweden imported 5,605 (4,670) metric tons worth SEK 159 (113) million in 2006 and 5,055 (4,358) metric tons worth SEK 134 (97) million in 2007.

As was the case with the exports of hand-knotted carpets to Sweden, India is also the dominant exporter of woven carpets.

India's market share in weight for woven rugs without pile, made-up, of other textile materials fluctuates from 63% (year 2006) to 80% (2004). In 2007, India's market share was 76% in weight and 67% in value, followed by China (excluding Hong Kong) with 16% in weight and 19% in value and Denmark with 2% in weight and 2% in value.

A large portion of the imported woven rugs without pile, made-up, of other textile materials were re-exported to other countries, mainly Norway, Denmark and Finland, but also to several other countries such as Turkey, Spain and Israel. The share in weight of the imported carpets that were re-exported fluctuated between 38% (year 2001) and 50% (2004) between 1998 and 2007. The re-export was 44% in 2006 and 43% in 2007.

The second biggest group of carpets imported to Sweden is the Kelem- and Soumac-type woven rugs (the traditional Swedish Röllakan rugs are of this type and are therefore usually included in this group). In 2007, India's market share of this group of carpets was 82% in weight and 72% in value, followed by Denmark with 12% in weight and 18% in value and Morocco with 1% in weight and 1% in value. A small portion (10% or lower since 2001) of these carpets were re-exported, mainly to Norway, Denmark and Finland.

3 Consumer Characteristics

Carpets are becoming more and more subject to fashion trends. Carpets are, however, most often chosen last when decorating a room, which limits how expressive they could be. Generally speaking, Swedes prefer neutral and natural colours and simple design without too strong patterns.

In the last couple of years, long-piled, hand-made rugs of the "ryamatta" type have made a strong comeback. Wall-to-wall carpeting is also growing stronger after a long period in decline, something that might affect the demand of the types of carpets covered in this market brief negatively.

Most Swedish importers of hand-knotted carpets have Swedish designs made on contract. The same is true for the Röllakan and Trasmattor rugs. In this way the importers ensure that colours and patterns correspond to whatever is in fashion in Sweden at the time.

The most popular sizes are 170 x 240 cm and 140 x 200 cm. This applies both to hand-knotted carpets and to Röllakan and cotton Trasmattor. Trasmattor are also sold as runners with a width of 70 to 90 cm. As of lately, fashion has introduced a growing variety of sizes and shapes in modern carpets. Persian carpets are traded in the sizes that are traditional in the areas of origin.

4 Distribution Channels and Market Players

There are three ways to sell carpets to Sweden. The traditional method is to show one's carpets in warehouses in one's own country or in Hamburg or London free ports. Swedish buyers choose what they want to buy and mark the carpets for shipment to Sweden. The buyers are usually importers/wholesalers or large specialist retailers. This method is only used for hand-knotted carpets.

The second method is to work closely with an importer/wholesaler or large retailer and together develop a range of carpets or rugs for the Swedish market. The Swedish importer knows what he can sell in Sweden and often provides the exporter with designs. The carpets are then made on contract in series of identical sizes and patterns. Both hand-knotted carpets and woven carpets are made in this way.

The third way is to appoint a commission agent in Sweden who sells from samples or from his showroom in Sweden to wholesalers and/or retailers. This method is not used for hand-knotted carpets but could work for standardised woven rugs. The agent could also help the producer to adjust the design of the carpets according to the consumer preferences in Sweden.

Some exporters come to Sweden with ”samples” which they sell directly to retailers at the same price at which they offer the carpets to importers/wholesalers. This depresses the prices of their type of carpets and makes it impossible for a wholesaler to carry that line. It is not possible to build a sustainable business with Sweden in this way.

A special case is IKEA, the large home furnishing retail chain. IKEA sells a full range of carpets and rugs that they contract for in the countries of origin. IKEA should be approached in the exporters’ home country if IKEA has a purchasing office there. If there is no IKEA office initial contact should be made with IKEA headquarters in Sweden.

One way of getting to know the different actors in the market is to attend trade shows. The Domotex trade show in Hannover, Germany is the most important to people in the carpet industry in Sweden.

5 Trade Regulations and Requirements

As a member of the European Union Sweden follows the rules and regulations and applies the integrated customs tariff of the European Union.

5.1 Generalized System of Preferences (GSP)

General Arrangement

The preferences are arranged in the Generalized System of Preferences (GSP). Preferential treatment means that products from developing countries are entitled to reductions of duty when imported.

The GSP countries, with the exception of China and India, enjoy reduced duty for the carpets covered in this market brief. The new GSP regulation for 2009-2011 contains neither re-establishment nor suspension of preferences for any country with regards to these products. The goods must have a GSP certificate of origin to enjoy the duty reduction.

GSP+

Under a special GSP+ stimulus arrangement for good governance EU presently grants freedom of customs duty to 14 countries: Bolivia, Colombia, Costa Rica, Ecuador, Georgia, Guatemala, Honduras, Sri Lanka, Mongolia, Nicaragua, Panama, Peru, El Salvador and Venezuela. This arrangement replaces an earlier arrangement for South American and Central American countries. The present GSP+ period expires at the end of 2008. In December 2008 it will be determined which countries qualify for GSP+ from 2009-2011. The countries that fail to qualify in December 2008 will get a new chance in the middle of the three year period.

Least Developed Countries

All products except arms and armaments are granted "duty-free and quota-free" access to the EU if they originate from the Least Developed Countries (LDCs).

5.2 Trade Agreements

There are different trade agreements giving groups of countries duty-free entry for their products into the EU of which the major groups are ACP countries, OCT territories, the EES countries, the ex-Yugoslavian countries, Turkey, the Mediterranean countries. EU has also signed a free trade agreement with South Africa and Chile and Mexico.

Carpets made by hand and certified as hand-made will enjoy duty-free quotas from a number of developing countries with which the EU has signed handicraft agreements. It is the importer in Sweden who must apply for entry within the duty-free quota when he declares the goods at customs.

5.3 Licensing

Carpets are not under quota from any country and thus there is no need for licences.

5.4 Rates of Duty

5701.10.10	Hand-knotted carpets, of wool	8 %
5701.90.10	Hand-knotted carpets of silk	8 %
5701.90.90	Hand-knotted carpets of other textile materials	3.5 %
5702.10	Kelem- and Soumak-type woven carpets, of wool	3 %
5702.59.00.20	Woven rugs without pile, not made-up, of cotton	8 %
5702.91	Woven rugs without pile, made-up, of wool	8 %
5702.99.00.20	Woven rugs without pile, made-up, of cotton	8 %

6 Prices and Mark-ups

The pricing of carpets is done in two different ways. For valuable hand-knotted carpets the pricing is based on what the carpet might be worth to consumers at a specific time. Each carpet is individually priced and the trade does not use a uniform percentage to calculate the price. Taking advantage of the relative popularity of a specific type of carpet in the exporting country and in Sweden, the importer can sometimes sell the carpet with a very good margin.

Cheaper hand-knotted carpets and woven woollen and cotton rugs are priced like any other consumer product. Agent's commissions are around 10-20%. Importer/ wholesalers' mark-ups vary in the range of 30-40% depending on the type and price of the carpet or rug. Retailers' mark-ups also vary, usually between 80 to 130 percent, including a value added tax (VAT) of 20 percent of the retail price. It also happens that importers/wholesalers give carpets to retailers on commission basis, which of course should lower the mark-up to 30-50%.

7 Purchase Expectations and Production Standards

7.1 Basic Requirements

Beside the regulations and standards of the EU, large importers usually have their own (higher) standards. When evaluating new suppliers, the following are nowadays basic checkpoints:

- **Corporate Social Responsibility (CSR)**. Consumer's demand of higher moral has made companies introduce codes of conduct. A code of conduct is a voluntary written policy committing the supplier to social and ethical business operations. Companies often base their codes on the conventions of the ILO (international Labour Organisation). The larger chains are leading this development to improve working conditions in their supplier's factories. Many companies use their codes as a means of promotion and marketing.

  There is a special international initiative, RUGMARK, which is a social label for carpets. The main criteria are no use of child labour and payment of legal minimum wages.

- **Environmental policy**. Most of the imports to Sweden are covered by the buying terms in "Guide to buying terms for the chemical content of textiles, clothing, leather goods and shoes". The guide can be ordered from The Textile Importers' Association in Sweden. See **Appendix 1** for contact details.

- **Product quality**. The Swedish buyers expect deliveries to correspond to the samples on which orders have been placed or the buyer will demand compensation or refuse to accept the delivery. It is common that Letters of Credit stipulate inspection rights to allow the buyer to examine the goods before the bank releases the money.

7.2 Packing and Shipping Requirements

The large Swedish importers often have their own requirements as to how the goods should be packed. The goods must be packed in such a manner that the goods will not be damaged.

Importers may also ask for the products to be price tagged and sometimes wish to have notes with Swedish text inserted into the packages.

Many importers have their own standards for shipping of the goods. Usually they use their own forwarding agent for all handling. Goods are normally shipped by sea in containers or by truck from European suppliers, but airfreight may be used for rush delivery of expensive items.

7.3 Guarantees

According to the Swedish Consumer Sales Act there is a general three year limit for complaints, which applies to the relationship between retailer and consumer. This is not a guarantee but gives the consumer the right to complain about malfunctioning or bad quality up to three years after purchase, and get compensation if the fault lies with the retailer or the manufacturer. The law puts the burden of proof on the consumer, however.

This law has not made formal manufacturer's guarantees less important from a retailer's point of view. Many retailers insist on including in the purchase contract a stipulation granting them compensation by the importer/manufacturer if they become liable to claims from customers.

Although it is the responsibility of the importer to see to it that the goods he sells comply with laws and regulations, it is recommended that the exporter familiarises himself with these laws and regulations in order to avoid surprises and disputes later on.

8 Summary and Recommendations

After a booming economy during 2004-2007, Sweden risks facing a time of recession as the global economy declines. The market for carpets has fluctuated with no strong trend over the past ten years. As uncertainty spreads about the state of the economy consumers’ willingness to spend money on exclusive carpets might falter.

Swedish consumers are fashion oriented and the design demanded differs from other countries. It is important for a producer of carpets to work together with agents or importers/wholesalers that know the Swedish market.

Swedish importers have well-established contacts with exporters in the producing countries. Over the past several years the competition within and between the producing countries have been strong which has put pressure on the export prices.

Prospects are not too great for a new exporter to Sweden, but good quality at competitive prices combined with reliable deliveries should make a new exporter interesting to Swedish importer even under the present circumstances.

Appendix 1 - Some Useful Addresses and Links

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

Organisations

National Association of Oriental Carpet Retailers
c/o Nestrells Orientmattor AB
Valhallavägen 143, SE-115 31 Stockholm
Phone: +46 8 10 44 20
Fax: +46 8 14 94 96
E-mail: info@matthandlare.com
Internet: www.matthandlare.com

Swedish Textile & Clothing Industries' Association
Box 5510, SE-114 85 Stockholm
Phone: +46 8 762 68 80
Fax: +46 8 762 68 87
E-mail: teko@teko.se
Internet: www.teko.se

Textile Importers' Association in Sweden
Box 92073, SE-120 07 Stockholm
Phone: +46 8 505 970 92
Fax: +46 8 505 970 95
E-mail: info@textileimporters.se
Internet: www.textileimporters.se

Association of Swedish Chambers of Commerce and Industry
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

Swedish Association of Agents
Box 3146, SE-103 62 Stockholm
Phone: +46 8 411 00 22
Fax: +46 8 411 00 23
E-mail: mail@agenturforetagen.se
Internet: www.agenturforetagen.se

Swedish Federation of Trade
SE-103 29 Stockholm
Phone: +46 10 471 8500
Fax: +46 10 471 8665
E-mail: info@svenskhandel.se
Internet: www.svenskhandel.se

Swedish Distance Sellers
(Swedish mail-order companies)
Torggatan 19, SE-503 34 Borås
Phone: +46 33 13 17 70
Fax: +46 33 12 53 17
E-mail: Contact form via webpage
Internet: www.postorder.se

Authorities

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

Open Trade Gate Sweden
Box 6803, SE-113 86 Stockholm
Phone: +46 8 690 49 40
Fax: +46 8 690 49 41
E-mail: info@opentradegate.se
Internet: www.opentradegate.se
Provides information and helps exporters to solve bureaucratic obstacles that might occur when trading with Sweden.

The Swedish Consumer Agency
(Konsumentverket)
Box 48, SE-651 02 Karlstad
Phone: +46 771 42 33 00
Fax: +46 54 19 41 95
Internet: www.konsumentverket.se

Statistics Sweden *(SCB)*
Box 24 300, SE-104 51 Stockholm
Phone: +46 8 506 948 01
E-mail: Contact form via webpage
Internet: www.scb.se

Swedish Customs *(Tullverket)*
Box 12854, SE-11298 Stockholm
Phone: +46 771 520 520
E-mail: Contact form via webpage
Internet: www.tullverket.se
Customs tariffs: http://taric.tullverket.se

Some Useful Links

Official Gateway to Sweden	www.sweden.se
Fairs and exhibitions in Scandinavia	www.fairlink.se
Domotex fair in Germany	www.domotex.de *(next event in January 2009)*
RugMark Foundation	www.rugmark.org
eMarketServices *guide to electronic market places.*	http://www.emarketservices.com
European Union	http://europa.eu.int
European Commission	http://ec.europa.eu
European Customs	http://ec.europa.eu./taxation_customs/customs/index_en.htm
European Statistics - EuroStat	http://ec.europa.eu/eurostat

Appendix 2 - Exchange Rates 2000-2008

Average exchange rate
of the Swedish currency SEK

	Average rate in SEK								
	2000	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**	**2008***
1 US Dollar	9.17	10.33	9.72	8.09	7.35	7.48	7.38	6.76	6.32
1 Euro	8.45	9.25	9.16	9.12	9.13	9.28	9.25	9.25	9.45

**) Average rate January-October 2008*

Source: Sveriges Riksbank

The following fifteen EU-countries use the Euro as their official currency:

Austria	Germany	Malta
Belgium	Greece	The Netherlands
Cyprus	Ireland	Portugal
Finland	Italy	Slovenia
France	Luxembourg	Spain

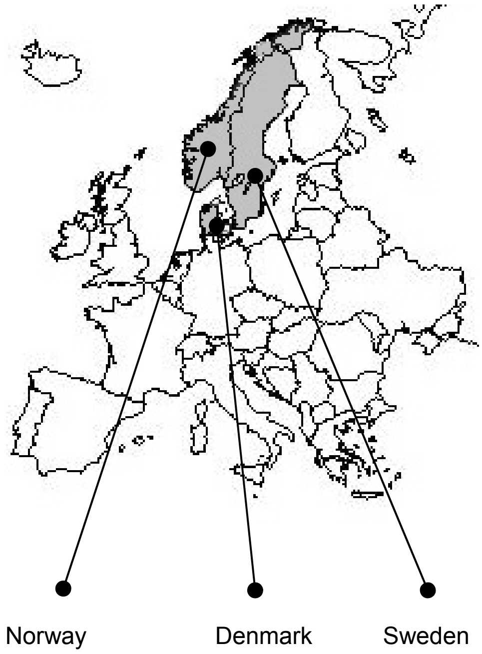
The Scandinavian Market

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 counries.

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 prgramme is funded by the Swedish International Development Cooperation Agency (Sida) and the Swedish Chambers of Commerce.

Contact details:
Swedish Chambers of Commerce
Trade Promotion
PO Box 16050
SE-103 21 Stockholm, Sweden
Phone: +46-8-555 100 00
Fax: +48-8-566 316 30
E-mails: tradeoffice@chamber.se
tradeoffice@chambertrade.com
Internet: www.cci.se/trade

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

Phone: + 46 (0)8 555 100 00
Fax: + 46 (0)8 566 316 30
www.cci.se/trade
www.chambertrade.com

Swedish Chambers