



Swedish Chambers



Market Brief

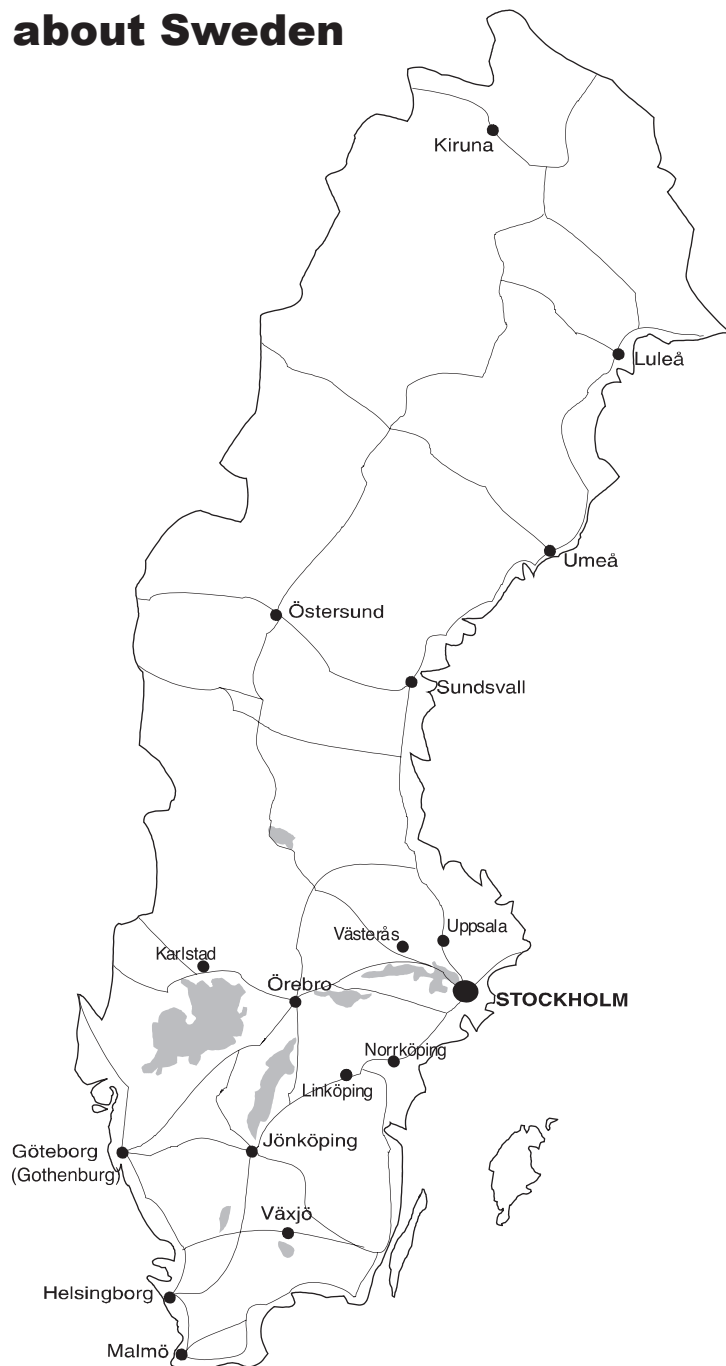
Focus on the Swedish Market



Footwear and Parts

October 2011

Facts about Sweden



Area: 449,964 sq.km
Population: 9.4 million

Capital: Stockholm.
Stockholm city: 847.100 inh.
Greater Stockholm: 2 mil. inh.

Business language:
Swedish, English

Religion:
Lutheran

Largest cities:
Stockholm city 847.100 inh.
Gothenburg 513.800 inh.
Malmö 298.900 inh.
Uppsala 197.800 inh.
Linköping 146.400 inh.
Västerås 137.200 inh.
Örebro 135.500 inh.
Norrköping 130.100 inh.
Helsingborg 129.200 inh.
Jönköping 127.400 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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This Market Brief has been updated in 2011 by Ms Janike Eleby, Ms Elin Sahlsten and Ms Helena Waker at The Swedish Association of Agents . We owe our sincere thanks to **Mr Jan Björnum**, Chairman of the board of the Shoe Supplier Association and **Mr Peter Wårdman**, CEO, Stockholm Design Group for valuable information.

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1 Introduction

This market brief covers the footwear industry in Sweden and will supply you with brief insight to neighbouring trades. We will look closer at the market characteristics such as market size, domestic production and exports as well as imports. We will also look at the Swedish consumer, distribution channels and market players together with trade regulations and requirements, pricing and mark-ups. Finally, we will give you information regarding marking and packaging and end with a summary and recommendations.

The products in this report fall under chapter 64 in the Combined Nomenclature 2011.

Being a country with varying seasons, sales and Sweden's shoe trade can vary from year to year and season to season. Generally, the spring/summer season starts with trade fairs in early August and reaches the stores in January-February. The fall/winter season starts in February and reaches the stores in July-August.

2 Market Characteristics

2.1 Market Size

The Swedish shoe market has had a positive development for quite some time. Over a ten-year period, sales have increased from SEK 6435 billion in 2001 to SEK 9437 billion in 2010. Authorities within the Swedish shoe trade predict that this positive development will continue.

The thirty-two companies on the top of the list over suppliers according to size have all increased their sales with an average of 19.5% during 2010. These companies all have strong brands. The majority sell only to traditional Swedish footwear retailers, however, a few also sell to sport retailers. The sport retailers have increased their sales with 6.4% to SEK 20.5 billion during last year (2010) and it is especially the chains that are taking market proportions.

Over time, we have seen how the big shoe companies are getting even bigger. At the same time, some of the smaller shoe companies have been struggling for some time. In 2005, there were 733 shoe companies with 1100 stores. In 2010, the numbers had decreased to 708 shoe companies with 1251 stores. This means that in five years time 25 shoe companies have disappeared, while at the same time 151 new stores have opened.

2.2 Domestic Production and Exports

The Swedish market is almost exclusively covered by imports. Apart from some smaller specialized producers, most of the national shoe production has been forced to close down due to global price competition over the last 25 years. Among them who still produce in Sweden, you will mainly find segments such as clogs, children's shoes, work boots, military boots, slippers and some leather shoes for both the national and international markets.

In 2010 the Swedish shoe export came to a total of SEK 1285 million, compared to SEK 1248 million in 2009 and SEK 1274 million in 2008. The major part consists of so called re-export of shoes – shoes produced in one country, imported to

Sweden and then exported to a third country (mainly the neighbouring countries in the Nordic region; Finland, Norway and Denmark).

2.3 Imports

In 2010, Sweden imported footwear and footwear parts for the national market at a value of approximately SEK 5039 million, 10.9% more than in 2009 when the sum came to SEK 4542 million. During the financial crisis in the year of 2008, the corresponding figure was SEK 4535 million and in 2007 SEK 4633 million. Despite the financial crisis, the Swedish shoe import has stayed relatively strong and the growth in 2010 was even stronger than expected.

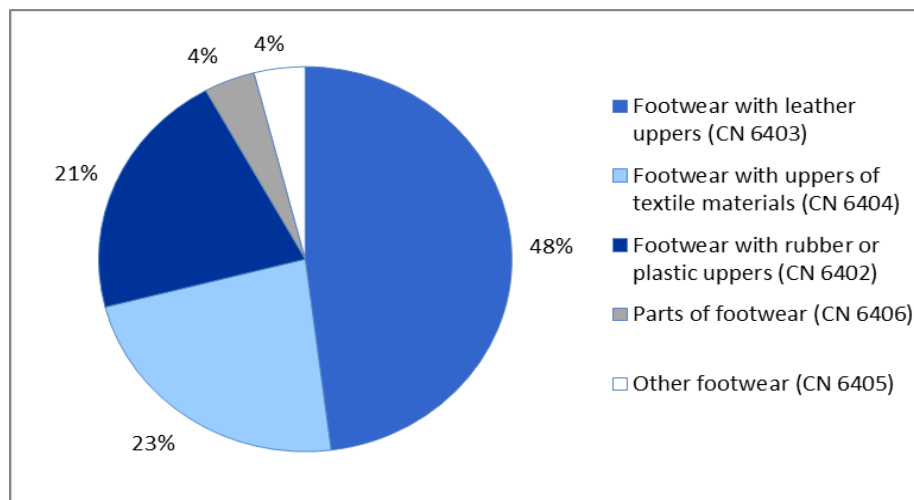
Important countries

Among the important countries of origin, China holds the largest stake with 19.4% of the imported shoes originating from here. China is followed by Germany, the Netherlands and Denmark.

Share of total import by category (2010)

Below, you will find an overview of total import by category, including the categories footwear with leather uppers (48.6%), footwear with uppers of textile materials (22.9%), footwear with rubber or plastic uppers (21.0%), parts of footwear (3.9%) and other footwear (3.7%).

Figure 1: Total import of footwear



2.3.1 Footwear with Uppers of Leather

The Swedish import of footwear with uppers of leather came to SEK 2515 million during 2008. In 2009, this figure dropped -8% to SEK 2320 million. In 2010 we could see a rise again with +5% to SEK 2447 million, however still down with SEK 68 million compared to 2008.

Figure 2: Footwear with uppers of leather (MSEK per year)



The leather upper market has been much affected by the anti-dumping duties towards China and Vietnam that were introduced in 2006, after which the import figures from these countries have dropped dramatically. However, in March 2011 the EU commission finally announced that these anti-dumping duties were to be immediately expired. This will probably change the import pattern of leather shoes dramatically towards the end of 2011. A rough calculation indicates that the price level has increased by 10% on leather shoes in Sweden during this period.

As an example, import of footwear with leather uppers from China has decreased from SEK 220 million and a market share of 8.8% in 2008 to SEK 141 million and a market share of 5.8% in 2010

Denmark dominated the Swedish import of footwear with leather uppers in 2010 and accounted for 17.4% of Sweden's total imports of shoes with leather uppers by value, compared to 14.4% in 2009. However, the main part of this sum is re-export, thus the shoes have not been produced in Denmark. In second place is the Netherlands with a market share of 10% of imported uppers for leather shoes, compared to 6.5% in 2009. Germany accounted for 9.7% in 2010, down from 11.9% in 2009, while Vietnam accounted for 9% of the import value in 2010, down from 10.2% in 2009.

Other countries with smaller market shares of the import of this market segment to Sweden in 2010 are Italy (8.2%), Portugal (7.3%) and Belgium (5.8%). The remaining 26.8% is scattered over a large number of countries and we can see that the positioning among the different countries changes from year to year.

2.3.2 Footwear with Uppers of Textile Material

The import of footwear with uppers of textile (CN-group 640411), mainly sport footwear such as jogging shoes, tennis shoes and basketball shoes, went up with +20% during 2010 to SEK 1152 million compared to SEK 959 million in 2009.

Belgium accounted for 27.4% of Sweden's import of sport shoes with textile uppers in 2010, compared to 28.3% in 2009 and 19% in 2008. Denmark had a

market share of 22.2% of Sweden's sport shoe imports in 2010, compared to 21.2% in 2009 and 25.2% in 2008. The Netherlands accounted for 17.5% of the market in 2010, compared to 9.9% in 2009. Another country with one of the larger market shares is Germany with 11.7% of the Swedish textile upper shoe import market, compared to 17.3% in 2009.

2.3.3 Footwear with Outer Soles and Uppers of Rubber or Plastic

In 2010, Sweden imported shoes with rubber or plastic uppers and soles for SEK 1059 million, which is +11% compared to SEK 954 million in 2009. In 2008, the same category accounted for SEK 873 million and in 2007 SEK 1062 million.

The by far largest exporting country of footwear with soles and uppers of rubber or plastic for 2010 was China (excluding Hong Kong) with a market share of 50.1% of Sweden's import. Second to China came Germany with 11.7% of the market, followed by Belgium at 9.6% and the Netherlands at 7.6%.

2.3.4 Parts of Footwear

Parts of footwear are only imported in a smaller scale. In 2010, the sum of import of uppers came to SEK 60 million, outer soles and heels of rubber or plastics came to SEK 25 million, parts of wood came to SEK 3 million and parts of other materials came to SEK 108 million.

The largest market share within parts is held by Brazil with 28.5% in 2010, followed by Germany with 18.2% of the market and China with 14.0%.

3 Consumer Characteristics

Sweden has one of the world's lowest levels of poverty and strives to be a progenitor within equality. The Swedes are also very conscious to environmental issues and care about quality. The Swedish law protects the consumer, compelling the retailer who has sold a substandard product to replace it or refund the money. This puts pressure on the trade not to import and sell shoes below a certain minimum standard quality. Overall, the quality on footwear in Sweden is very high. The consumers may pay more for fashion, but only a limited part of the market is willing to pay extra for top quality. The majority accept reasonable quality at a somewhat lower price.

Being geographically placed far north, Sweden's climate varies with each different season. The winters can be very cold and snowy in the north, whereas the winters are wet some 1500 km away in the southern parts of the country. This, of course, affects the consumer patterns profoundly. The otherwise very fashion oriented Swedish consumers choose warm and comfortable footwear before style during the winter, however, fashion is always important, especially when focusing on a younger target group.

Swedish shoe consumers are very fashion oriented and brand-conscious. This means that some consumers are very open to try new brands and because of this Swedes are often known as "early adapters", whereas others are very faithful to their favourite brands. Another characteristic often seen is the preference to follow the majority and brands can have great success for a few seasons as part of a mimic success story.

The Swedish market has always been price conscious and this tendency has been strengthened in the last few years as web shops and consumer information sites are widely known and used. Nowadays, it is extremely easy to compare prices and products online. The price range of footwear has together with the product range become wider with growing availability of low price footwear as well as more expensive brands. Consequently, the profiling of the product is extremely important when entering the Swedish market.

In general, Swedish people have somewhat wider and longer feet than average. Many shoes sold in Sweden have lasts especially made for the Swedish market. This means that it can be a little bit more difficult and expensive for the new exporter to have their shoes accepted by the Swedish trade and – in the end – the consumer. Established importers are often in a position to help the new exporter to adapt their product for the Swedish market.

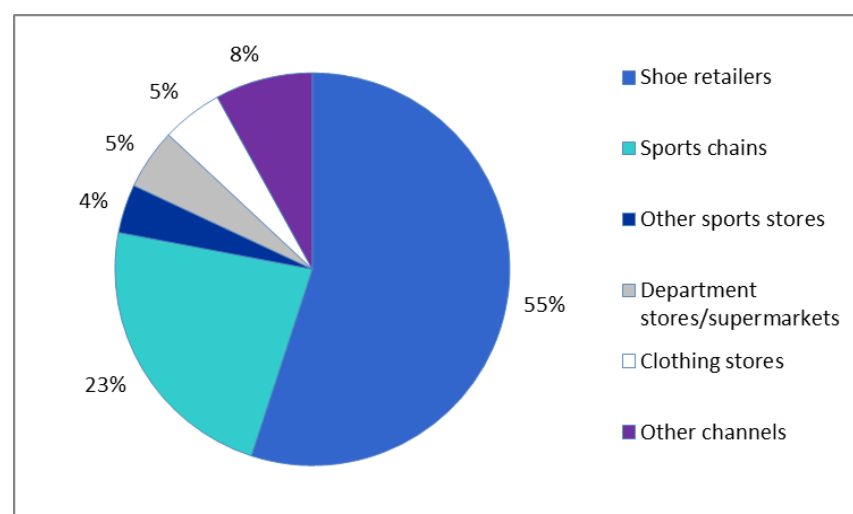
In 2010, sport and leisure footwear represented 34.9% of the consumer market and loafers, ties and heels were the second largest category with 17.5%. Boots increased from 12.3% in 2009 to 17% of the total consumer market in 2010. Gumboots have been more or less steady over the last five years and stood for 12.2% of the total sales in 2010. Sandals came to 9.3% and other footwear to 9.2%.

Women's footwear stands for 63.5% of all total sales and men's footwear for 36.5%. However, men pay somewhat more per each pair of shoes than women do.

4 Distribution Channels and Market Players

The specialized Swedish footwear retail organisation mainly consists of some large chains and several independent shoe stores. Other channels are department stores, outlets, clothing retailers, sport and leisure chains and mail order companies. Internet shops are growing in number and use.

Figure 6: Distribution channels: share in percent of total sales of shoes in 2010



4.1 Shoe Retailers

The largest retail chain in Sweden is Nilson Group. During 2010, Nilson Group operated 224 stores with a turnover of SEK 2440 million. The second largest footwear retailer was Scorett Footwear with 83 stores during 2010 and a turnover of SEK 723 million. Eurosko Sverige, with mainly privately owned stores, is the third largest retailer group. Between 2009 and 2010, Eurosko Sverige reduced its number of stores from 68 to 55 and their turnover decreased from SEK 435 million in 2009 to SEK 372 million in 2010. Fourth on the list of the largest footwear retailers in Sweden is the relatively new market player Deichman, a German footwear chain. Deichman accounted for a turnover of SEK 248 million in 2010 compared to SEK 172 million in 2009 and increased numbers of stores from 22 stores to 29 stores between 2009 and 2010. However, Deichman's market establishment in Sweden has been expensive and in 2010 they declared a loss of SEK 57 million and in 2009 a loss of SEK 46 million. However, they are signalling that they will carry on and increase the number of stores in Sweden.

4.2 Internet Commerce

Another sales channel that has increased significantly in Sweden for a number of years is fashion and shoes sold on the Internet. During 2010, shoes and fashion worth SEK 5500 million were sold on the Internet, which equals to 22% of the total e-commerce market in Sweden during the same year. Many of the shoe retailers use the Internet as a complimentary sales channel. However, companies with the specific strategy only to conduct sales over the Internet have emerged.

4.3 Sales to Retailers

The Swedish footwear market has old traditions and is relatively limited; therefore it can sometimes be a challenge to enter this market. Many prefer to work with an agent or distributor who is established and have local know-how of the market. The agent or distributor can be responsible for the whole country, parts of it or even one or two more countries in Scandinavia.

Agenturföretagen / The Swedish Association of Agents (www.agenturforetagen.se) organize several trade fairs and is also responsible for Stockholm Shoe House with permanent showrooms for the footwear trade. Through this organization, you can also come into contact with the Footwear Supplier's Organization.

4.4 Trade Fairs and Establishments

The Nordic Shoe & Bag Fair is the largest and most important trade fair regarding footwear in all of Scandinavia. The fair takes place during Stockholm Fashion Week twice a year and is located at Nacka Strand in Stockholm. This is the start of the selling season and many buyers appreciate the opportunity to get a good overview of all brands and meet with established as well as new contacts. Please refer to www.nordicshoeandbagfair.se for more information.

Stockholm Shoe House is located right next to the premises of The Nordic Shoe & Bag Fair and houses 39 shoe companies representing hundreds of brands of both Swedish and international descent. These permanent showrooms are open all year round after the buyers and brands own demand and hold events a few times each season. The shoe house has already been extended once since it's opening in 2009 and a second extension which will give room to even more brands is planned for the near future. Please refer to www.stockholmsshoehouse.se for more information.

The Buying Days in Varberg have become very important for the established suppliers within the Swedish shoe trade. Once established on the market, the next step is usually to queue up to participate during The Buying Days in Varberg, where important orders are being written. Here, almost all suppliers have set appointments with their customers and many stands are closed. The Buying Days in Varberg are also organized by Agenturföretagen / The Swedish Association of Agents. Please refer to www.inkopsdagar.se for more information.

4.5 Buying Groups

Buying groups can be important links of the distribution chain as a large part of the business is done via buying organizations where independent retailers can be members and in this way through the organisation get better terms than on their own. The most important purchase organisation is ANWR where approximately 90 retailers representing 130 stores are members. ANWR invite importers/wholesalers and agents to show their collections at smaller fairs 2-4 times a year. Eurosko Sverige, mentioned earlier, is operating in the same way. A third buying group is Futuragruppen, a union consisting of five big retailers representing approximately 25 larger stores. Scorett, also mentioned earlier, consists of more than 80 privately or organisationally owned stores organize their buying in the same manner. Please refer to the following webpages for more information:

- www.anwr.se
- www.eurosko.se
- www.futuragruppen.se
- www.scorett.se

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)

Since 1971, The European Union (EU) granted trade preferences ensuring that exporters from developing countries are entitled to reduction or even duty-free access when importing to the EU. The scheme is known as the “Generalized System of Preferences” and gives developing countries access to EU markets and encourages exports to developed countries, which can contribute to the growth of their economies.

The new regulations pass for 2009-2011 consists of three separate arrangements:

- (A) The standard GSP, which provides preferences to 176 developing countries and territories.
- (B) GPS+, which is an additional stimulus arrangement for sustainable development and good governance to support developing countries.
- (C) The Everything But Arms arrangement, which means that all products except from arms and armaments are granted duty-free and quota-free access to the EU if they origin from any of the 50 Least-Developed Countries (LDCs).

5.2 Trade Agreements

There are different free trade agreements and customs unions between the EU and most of the countries in Central Europe, the Mediterranean countries, Mexico, South Africa and Chile. The EU is also in negotiation with 76 ACP countries.

Shoes and parts made by hand and certified as hand-made will enjoy duty-free quotas from a number of developing countries with which the EEC has signed a handcraft agreement.

5.3 Licensing

Footwear is neither under quota or surveillance nor subject to licensing except from China and Vietnam. In October 2006, EU imposed anti-dumping duties on footwear from China and Vietnam. The time limit of this measure was set to last for two years. In October 2008, EU extended the dumping duties until a re-evaluation had been conducted. After evaluation EU decided that from April 1, 2011 the anti-dumping taxes applied to leather-capped shoes originating from Vietnam and China will no longer apply.

All leather shoes are inspected at entry into the EU for compliance with the CITES rules regulating the trade with endangered species or parts of such. Please refer to www.cites.org for more information.

5.4 Rates of Duty

	Conventional duty
Footwear with soles of rubber, plastic or leather	
- With uppers of rubber or plastic	17%
- With uppers of leather; except	8%
some ladies sandals and shoes	5%
some ladies shoes	7%
- With uppers of textile material	17%
Footwear with soles of wood, cork or other material	
- With uppers of leather or composition leather	3.5%
- With textile uppers and soles of cork or wood	3.5%
- With textile uppers and soles of other material	4%
Shoe uppers, soles and other shoe parts	3%

6 Prices and Mark-ups

The development for Swedish shoe retailers has been rather good during the last few years. The mark-ups are relatively high. Shoes from well-known brands with high market demands allow higher mark-ups than shoes in similar qualities from unknown brands. An easy calculation is to multiply the price to retailer by factor 2.3-3.0, which gives the sales price to consumer including VAT (25%). The high level of VAT affects the final price considerably.

Another reason for the high mark-ups within the shoe trade is that selling shoes at retail requires a higher level of service and manpower is expensive in Sweden,

which of course has to be added at the cost. The fast growing Internet stores are challenging the traditional retail business by offering shoes at low prices. As an extension to this, traditional businesses can be forced to bring down their mark-ups. However, sources claim that the costs so far have been underestimated by Internet companies, which could mean that the effect will be somewhat smaller.

The following example gives an idea about common mark-ups and margins within the Swedish shoe trade:

Price ex factory	100	
Freight & insurance, duty etc	20	20% (customs duty is 5-17%)
Landed Cost	120	
Importer/Wholesalers mark-ups 25-30%	36	Equal to a margin of 20-23%
Price to retailer	156	Discounts are common
Retailers mark-up 90%-120%	156	Equal to a margin of 50%
Consumer price excl. value added tax	312	
VAT 25%	78	Equal to 20% of the retail price
Consumer price at retail ink VAT	390	

Full service shops in city locations will have higher mark-ups, perhaps 120% plus VAT, which in the example above would result in a price to consumer of 429. Low price shops in low-cost out-of-town locations use lower mark-ups. A 90% mark-up would give consumer price of 370 in the example above. The mark-up also varies according to the type of footwear. Expensive women's winter boots would not have the same mark-up as a cheap leisure canvas shoe. When calculating export prices from the prices in the shops, calculate with a factor of about four for most footwear.

7 Production Standards, the Buyers' Expectations and Routines

7.1 Basic Requirements

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

Corporate Social Responsibility (CSR) and Environmental Policies

After demands from consumers as well as the press, many companies have introduced codes of conduct. The large chains are leading this development to improve working conditions in their supplier's factories. Many companies use their codes as means of promotion and marketing. During the beginning of 2011, a group called Swedish Shoe Environmental Initiative (SSEI) was formed and discussions regarding specific criteria suitable for the footwear trade are being held. Please refer to www.svenskhandel.se/stil.

More information can also be found in the Swedish Chamber's publication "Corporate Responsibility – How to do sustainable business?"

Product Quality

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

7.2 Marking and Packaging

EU has regularized the requirements regarding markings of footwear. Each article must be provided by symbols passing information regarding material used in soles, insoles, linings and uppers.

Regarding size, two systems are in use in Sweden: The English system with whole and half numbers from 1 to 11 and the French system with numbers for adults from 33 to 47 and for children from 17 up to 32. Both systems are equally accepted, but since the size vary between different lasts and manufactures, it is wise to check the Swedish norms and in many cases mark the shoes one size up or down according to what is recommended by the importer.

It is not normal that the manufacturer labels the shoes with prices. Generally only one shoe of each model (and size) is displayed in the stores and this shoe must carry a price sticker. Even sports shoes and self-service items such as cheap casual shoes have to be price labelled, but this is usually at the responsibility of the retailer. Exceptions are big orders from department store chains, which frequently request the price labelling to be done by the supplier, but the stores provide the labels.

There are no existing special standards or rules regarding the packaging of shoes. Most leather shoes and boots, as well as high priced sports and jogging shoes, are packed in boxes. The boxes are only for protection and not for display.

7.3 Guarantees

According to the Swedish Consumer Sales Act there is a general three-year limit for complaints. The burden of proof is by law put on the consumer. If the fault should or could be due to mistakes by the manufacturer, this will be accepted. In practice, the claims from the consumer arise much earlier and if they are reasonable, the dealer usually accepts them. The consumer will usually be offered a new shoe at a very low price or the money back. The relations with the customer and the reputation of the store are extremely important.

This law has not made formal manufacturer's guarantees less important from a retailer's point of view. As a norm, the manufacturer accepts the reclamations. Many retailers insist in including in the purchase contract a stipulation granting them compensation by the importer/manufacturer if they become liable to claims from customers. In some cases the retailer is offered a discount by 1-2% if he takes over the whole responsibility.

Although it is the responsibility of the importer to make sure that the goods being sold comply with laws and regulations, it is recommended that the exporter is familiar with these laws and regulations in order to avoid surprises and disputes later on.

7.4 Buying Routines

The Swedish footwear trade basically work with two seasons per year; autumn/winter and spring/summer. The Nordic Shoe & Bag Fair opens each season in February and August together with event days at Stockholm Shoe House and other events held during Stockholm Fashion Week.

In the immediate time after the fair the majority of the retailers visit different kinds of buying fairs/groups or stores directly. The most important event after the main fair is The Buying Days in Varberg, located in the southwestern part of Sweden in the town of Varberg. This trade fair is open for any supplier, but since the majority of all business is done via pre-booked appointments it is a difficult fair for those who are not yet established on the Swedish market. Buying groups such as ANWR also arrange their smaller fairs during this time for accepted suppliers having signed an agreement with ANWR.

The most important international fairs for Swedish buyers are the GDS Messe in Düsseldorf (Germany) and the Micam Fair in Milan (Italy) as well as the Middle fair in Paris (France). The more fashion-oriented retailer sometimes prefers to visit these fairs before placing the order back in Sweden. Please refer to the websites www.gds-online.com and www.micamonline.com for more information.

Footwear can sometimes be ordered at any time during the season, but at much smaller quantities. When buying during the season, there is always a risk not to receive your order. As an example, the winter of 2010 was very cold in Sweden, and the winter boots were completely sold out before Christmas.

8 Summary and Recommendations

Sweden is an open society that always wishes to encourage free trade. There are good opportunities for new companies and brands that wish to establish themselves on the Swedish or Scandinavian footwear market.

Any company or brand trying to find a market in Sweden is strongly recommended to be well prepared and look at this commitment in a longer term than one or two seasons.

New suppliers and overseas exporters trying to enter the Swedish market are recommended to participate in the Nordic Shoe & Bag Fair, where it is possible both to take orders and to find agents/distributors to represent their brand in the future.

Since Sweden or Scandinavia is a limited market, close contact and building relationships are recommended. Contact prospects before participating in a trade fair and are active in communicating and informing about your participation.

To contact importers/agents and hear their comments on their prospect is much recommended.

Appendix 1 – Sources of Facts and Figures

SCB, Statistiska Centralbyrån

Statistics Sweden

Box 24300, SE-104 51 Stockholm

Phone: +46 8 506 940 00

E-mail: Contact form via Internet

Internet: www.scb.se

Svensk Handel

The Swedish Trade Federation

Regeringsgatan 60, SE-103 29 Stockholm

Phone: +46 10 471 85 00

E-mail: info@svenskhandel.se

Internet: www.svenskhandel.se/Om-Svensk-Handel/Swedish-Trade-Federation---Svensk-Handel/

Agenturföretagen

The Swedish Associations of Agents

Box 3146, SE-103 62 Stockholm

Phone: +46 8 411 00 22

E-mail: mail@agenturforetagen.se

Internet: www.agenturforetagen.se

Trade Magazines

Habit Sko & Mode (issue no. 4-2011)

Box 72001, SE-181 72 Lidingö

Internet: www.habit.se

Skomagazinet (issue no. 4-2011)

Bergvägen 12A, SE-182 56 Enebyberg

Phone: +46 8 768 85 03

E-mail: tidningen@skomagazinet.se

Internet: www.skomagazinet.se

Sportfack (issue May 2011)

SE-104 60 Stockholm

Phone: +46 8 692 66 70

E-mail: sportfack@pressdata.se

Internet: www.sportfack.se

Skobranschrådet

The Swedish Shoe Council

Drottninggatan 81, SE-111 60 Stockholm

Phone: +46 8 411 16 41

E-mail: info@skobranschradet.se

Internet: www.skobranschradet.se/english

Other Useful Addresses and Links

Kommerskollegium

National Board of Trade

Box 6803, SE-113 86 Stockholm

Phone: +46 8 690 48 00

E-mail: kommerskollegium@kommers.se

Internet: www.kommers.se

Open Trade Gate Sweden

Box 6803, SE-113 86 Stockholm

Phone: +46 8 690 49 40

E-mail: info@opentradegate.se

Internet: www.opentradegate.se

Konsumentverket

The Swedish Consumer Agency

Box 48, SE-651 02 Karlstad

Phone: +46 771 42 33 00

Internet: www.konsumentverket.se

SIS – Swedish Standards Institute

SE-118 80 Stockholm

Phone: +46 8 555 520 00

E-mail: info@sis.se

Internet: www.sis.se

Tullverket

Swedish Customs

Box 12 854, SE-112 98 Stockholm

Phone: +46 771 520 520

E-mail: Contact form via Internet

Internet: www.tullverket.se

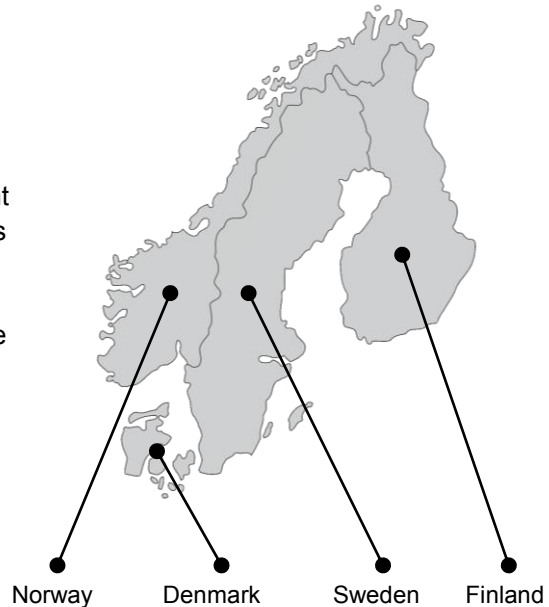
The Nordic Market

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	5.4 million
	Norway	4.9 million
	Sweden	9.4 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
E-mail: cgj@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: +46-8-566 316 30
E-mail: info@chambertrade.com
Internet: www.swedishchambers.se



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