



Swedish Chambers



Market Brief

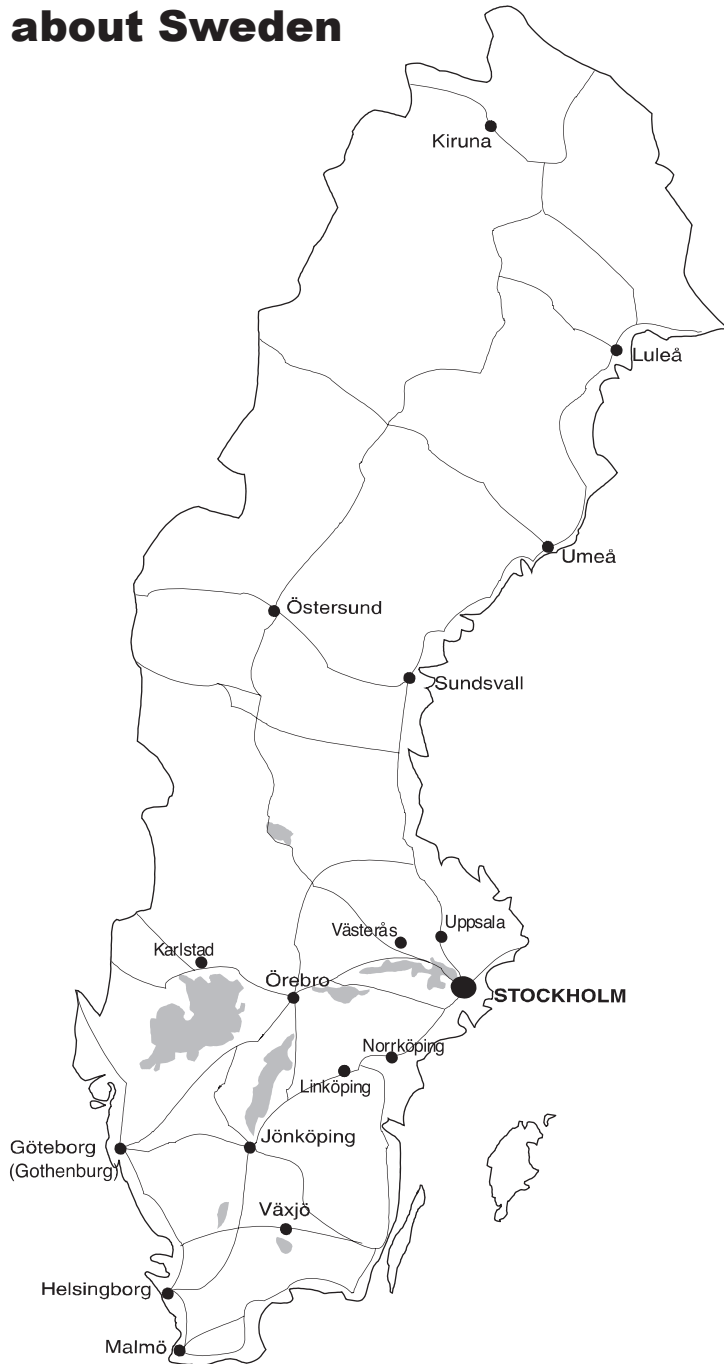
Focus on the Swedish Market



Floricultural Products

December 2010

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

The Kingdom of Sweden is situated in northern Europe, located in the Scandinavian peninsula, between Finland and Norway. Stockholm is the capital city and a major gateway. Two other major cities are Gothenburg and Malmö.

The climate is temperate in the south and sub-arctic in the north.

Sweden's population is 9.3 million with a labour force of about 4.5 million and an unemployment rate of approx. 8.4 % (October 2009). Approx. 90% of the population is living in the southern part of the country.

Sweden has achieved an enviable standard of living under a mixed system of high-tech capitalism and extensive welfare benefits. It has a modern distribution system, excellent internal and external communications, and a skilled labour force. Timber, hydropower and iron ore constitute the resource base of an economy heavily oriented towards foreign trade. Privately owned firms account for most of the industrial output.

Sweden is a member in the European Union but has not joined the European Union Monetary Union. Therefore, Sweden still has its own currency (SEK).

2 Definitions

This market brief deals with ornamental plants in the form of bulbs and tuberous roots, cuttings and slips and potted plants as well as cut flowers and foliage. These products fall under the European Union's Combined Nomenclature (CN) chapter 6. The CN is based on the Harmonised System (HS).

The following horticultural products are not included in this market brief: Cuttings and grafting shoots of grape vines, pineapple seedlings, vegetable seedlings and forest tree saplings, mosses and lichen, Christmas trees, pine tree twigs and dried leaves and twigs.

3 Market Segments

The market for horticultural products can be divided into four markets segments:

- Flower bulbs and tubers of tulips, hyacinths, narcissi, gladioli etc.
- Cuttings and slips and saplings of trees, bushes, roses etc.
- Young trees and bushes and perennials and other garden plants.
- Cut flowers and foliage and potted plants.

The market for **flower bulbs** has two types of end users: Professional growers who cultivate flowers for the cut flower market, and consumers who plant bulbs in their gardens or window boxes in the autumn. Professional growers are the bigger market for bulb exporters. Almost all bulbs come from the Netherlands.

The end users of **cuttings, grafting shoots and slips** are professional growers who grow potted plants for the indoor consumer market or cultivate plants, trees and

bushes for the garden market. Rose cuttings are also used by rose growers to cultivate cut flowers.

The end users of **young trees and bushes** and of perennial and other plants to be planted in gardens are owners of houses with gardens.

Municipal Park Authorities are important end users of all the above floricultural products.

The end users of **cut flowers, foliage and potted plants** are mainly consumers. The market for cut flowers is the most interesting one for exporters outside Europe, although European growers dominate this market also. Potted plants are either grown in Sweden from cuttings and tubers or imported from other European countries in the form in which they are sold to consumers. Potted plants are not usually imported from the countries where the species originate, because of the cost of transporting the pots and growing material. They are exported to Europe as cuttings or tubers without roots.

4 Market Size

It is difficult to estimate the size of the total floricultural market in Sweden, as some items will first be imported as bulbs, roots or cuttings and later sold as cut flowers or plants.

It is estimated that the consumer market, i.e. over-the-counter sales in florists shops, supermarkets, garden centres and open markets, though excluding the sales of live plants to consumers for planting in their own gardens, was worth about SEK 10 billion in 2008. The growth of the market was +5% from 2006 to 2007 and +2% from 2007 to 2008.

5 Trends

Swedes buy much flowers and plants. They like to have green and flowering plants and flowers in their homes and, when practical, in their places of work.

The cut flower and potted plant sales peak is in the spring (May-June). Christmas is a season when Swedes give flowers as gifts and decorate their homes with poinsettias, amaryllis and hyacinths etc. Other occasions when flowers play an important part are weddings, funerals, Mother's Day, Easter, All Saints' Day and Valentines Day. Swedes also bring flowers for the hostess when they are invited to somebody's home, especially for dinner.

Interestingly, there is also a fashion element in the choice of flowers. Orchids as cut flowers for example, were very popular some ten years ago but are less fashionable today. Potted orchids on the other hand have become popular in the past years. Similarly, there are other fads involving colours or species, which influence the consumers' choice of plants and flowers.

There is an overall increased interest in interior decoration. For the past few years there has been an explosion of interior decoration magazines and books, popular television programmes helping out with both the interior and exterior architecture.

Television programmes that do “Home-styling” and “Home makeover” have many viewers. Swedes are investing in real estate (houses, apartments, country cottages), which also has had an effect on their interest in home furnishing. Cut flowers and potted plants are also part of this trend as flowers are regarded as decorative items. Flowers are selected carefully in order to fit in with the other home furnishing articles as curtains, cushion covers etc.

Due to the latest economic crisis consumers in EU in general have reduced their purchases in the floricultural sector. According to a CBI¹ study on “The effect of the international financial and economic crisis on the flower sector in developing countries” the demand for flowers has declined since December 2008. This leads to an oversupply of flowers and lower prices. Consumers in the Scandinavian markets, as several other markets within EU, have become more price-conscious due to unfavourable exchange rates and rising prices. The decline in demand applies to all flower species. The consumers are shifting towards cheaper flower products and the importers are buying lower volumes. Exclusive flowers face the toughest challenges. The majority of the respondents in the above mentioned study are of the opinion that this trend will persist for a couple of years. Even so, Sweden is relatively well off in an international comparison and consumers continue to spend as many SEK on floricultural products as before.

From the total consumption of floricultural products pot plants accounts for 65% of the value in SEK and cut flowers for 35%.

6 Domestic Production and Exports

Sweden has a cold temperate climate that makes it impossible to grow flowers outdoors for part of the year. The domestic production of both cut flowers and potted plants must be done in greenhouses. This increases production costs, but Swedish growers nevertheless compete successfully with some products, particularly tulips grown to be sold as cut flowers, while other cut flower production has declined significantly mainly due to keen price competition from abroad. The production of potted plants has stagnated and the market share of Swedish growers has declined for several years.

A large part of potted plants are imported as cuttings and then cultivated into pot plants in Sweden. The domestic production of potted plants is estimated to be worth about SEK 579 million 2008. The most important species are: Geranium, Poinsettia, Begonia, Chrysanthemum and Kalanchoë - and for planting in gardens: Pansy, Petunia, Lobelia and Tagetes.

Another important product produced in Sweden is the cut flower tulip worth SEK 364 million 2008. This product is produced from bulbs coming from the Netherlands.

Swedish exports of floricultural products are very small. The exports go mainly to the neighbouring countries: Estonia, Finland and Norway.

¹ Center for the Promotion of Imports from developing countries (www.cbi.eu)

7 Imports

Most of flower imports come from European countries. The Netherlands is by far the most important exporter to Sweden followed by Denmark, Germany and Belgium. It is, however, not possible to tell the country of origin when flowers are imported from the Netherlands. Once flowers from overseas exporters have been brought to auction and sold in the Netherlands they have become Dutch.

In 2008 Sweden imported 5455 tons of dormant flower bulbs, tubers and corms of tulips, hyacinths, narcissi, gladioli and other bulbous plants at a value of SEK 126 million, up from 5219 tons worth SEK 126 million in 2007. The commercially most important species are tulips with 79% of bulb imports by value. 99% of bulb imports came from the Netherlands.

Sweden imported 366 tons of growing or flowering bulbs, tubers and corms of the above species at a value of SEK 24 million in 2008, up from 264 tons worth SEK 16 million in 2007. These were imported from the Netherlands, Denmark, Germany and Belgium.

Sweden imported SEK 1094 million worth of rooted and potted saplings and potted plants in 2008, up from SEK 992 million in 2007. 90% of this value was potted green plants or in flower. Denmark was the biggest exporter to Sweden of these plants, with 54% of Sweden's imports, followed by the Netherlands with 38%. Germany, Belgium and Italy accounted for most of the balance.

Sweden's imports of cut flowers was worth SEK 615 million in 2008, down from SEK 682 million in 2007. Roses, the most important species in this group, accounted for 39% of the imports in 2008, followed by Chrysanthemums with 6% and Carnations with 4%. Flowers under the heading "others" accounted for over half of the imports of cut flowers. Tulips are a big item within the "others" group. The imports of roses have decreased from SEK 240 million in 2007 to SEK 220 million in 2008.

Direct imports to Sweden from flower growing countries such as Kenya, Colombia and Ecuador have increased over the past years. Most of the flowers from these and other flower growing overseas countries go by flight to the Netherlands and by truck from the Netherlands to Sweden. The roses from these countries represent 37% of the total imports in 2008 where 33% came from Kenya.

8 Distribution and Trade Channels

There are about six independent flower importers in Sweden, many of whom specialise in importing flowers from a specific area or country. There are also about 20 wholesalers who import some of their goods directly from the Netherlands and Denmark and buy some of their supplies from Swedish importers. Two importers are owned by the big convenience goods wholesaling organisations and serve the supermarkets belonging to these.

Importers usually buy in their own account and do not work against a commission. Payment takes place after the flowers have arrived and been inspected and approved.

The Dutch bulbs are imported directly by the Swedish growers or by large retailers and retail chains that sell bulbs to consumers.

The importers sell to flower wholesalers, of which there are about 20. The wholesalers are usually relatively small and work on a local or regional basis. As mentioned above some of the bigger wholesalers also import themselves, usually from the Netherlands and Denmark.

The wholesalers sell the flowers to florists' shops, general retailers and street vendors etc. in their city or region.

Specialist florists' shops have about 40% of the market for potted plants and 60% of the cut flower market. Their share of the market is stable.

During the last years, two big chains of garden centers have been established in Sweden. It is the chains Plantagen and Blomsterlandet. They have built approx. 35 outlets each and have gained approx. 10% market share. Plantagen is strong in pot plants and garden plants while they are smaller in cut flowers. Blomsterlandet are also selling pot plants and garden plants but has a bigger share in cut flowers as well.

Most garden centres belong to one of two voluntary chains or to one of four multiple-store garden centre chains. The voluntary chains do not act as wholesalers for their members, but negotiate prices and conditions with large suppliers, such as growers' sales associations, large growers and importers. But garden centres are free to buy also from local wholesalers and directly from local growers. The garden centres account for over 10% of the floricultural market in Sweden, though less of the potted plant market and a very small share of the cut flower market, as most have their main business in outdoor plants and saplings. This is still an expanding sector of the market.

The convenience goods trade is dominated by three large organisations: ICA, Axfood AB and Coop Sverige AB, the consumers' co-operative.

ICA is a retailers' co-operative of independent retailers. ICA Blommor in Helsingborg imports both cut flowers and potted plants for the ICA organisation. The ICA supermarkets can buy flowers either from local wholesalers or through the ICA distribution centres in Sweden. Big ICA hypermarkets can buy directly from ICA Blommor.

Saba Blommor AB in Malmö imports flowers for Axfood AB and for Coop Sverige AB. Axfood affiliated retailers are not compelled to buy their flowers from Saba Blommor but can also buy from local wholesalers, whereas Coop Sverige supermarkets and departmental stores must normally take all their goods from the Coop Sverige's central warehouses.

It is estimated that the convenience goods trade has about 50% of the market for potted plants and about 35% of the cut flower market.

The sales of cut flowers and flower arrangements through the Internet is increasing every year. The two florist retail organisations **Interflora** and **Euroflorist** is the leading players in this field. Both organisations have well developed web pages for sale of floriculture products through the Internet. The sales through these organisations can include delivery world wide. Both organisations report a strong

development of the Internet sales to the end consumers and substantial growth of the Internet sales. For contact details please refer to **Appendix 2**.

9 Trade Margins and Pricing Structure

Trade margins vary greatly depending on the type of flower and the distribution channel and also from day to day with the supply and demand situation.

Importers' mark-ups are said to be between 10 and 20% of landed cost. Regional and local wholesalers in the central and northern parts of Sweden can usually mark-up their flowers with 15-25%.

At retail level the mark-ups vary from about 200% (including 25% VAT) in convenience goods shops to up to 300% or even more for cut flowers in specialised florists' shops.

One should bear in mind though, that a florist offers personal service and advice and makes bouquets and flower arrangements. The florist also wraps the flowers so they can be carried home in sub zero temperatures without freezing. Cut flowers are perishable, so the trade must calculate with quite a high percentage of waste.

General speaking most actors in the floricultural business in Sweden have low profits.

10 Customs Tariffs and Import Regulations

As a member of the European Union, Sweden applies the regulations and tariffs of the European Union. However, the EU has set up a number of preferential agreements covering a number of product areas and countries, which grant either duty-free access or at least reduced tariffs for exports to the European Union. With regard to flower and bulbs all Least Developed Countries are granted duty free access to the EU market through the EBA agreement.² For other countries different rates of duty apply depending on the product and other Free Trade Agreements, GSP or GSP+³-status.

² *The Everything But Arms agreement (EBA) is an extension of the GSP and covers the following countries: Afghanistan, Angola, Bangladesh, Benin, Bhutan, Burkina Faso, Burundi, Cambodia, Chad, Central African Republic, Comoros, Democratic Republic of Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gambia, Guinea, Guinea-Bissau, Haiti, Kiribati, Laos, Lesotho, Liberia, Madagascar, Malawi, Maldives, Mali, Mauritania, Mozambique, Myanmar, Nepal, Niger, Rwanda, Samoa, Sao Tomé and Príncipe, Sierra Leone, Solomon Islands, Somalia, Sudan, Tanzania, Togo, Tuvalu, Uganda, Vanuatu, Yemen and Zambia.*

³ *Countries covered by the GSP+ agreement are: Bolivia, Colombia, Costa Rica, Ecuador, Georgia, Guatemala, Honduras, Sri Lanka, Moldova, Mongolia, Nicaragua, Panama, Peru, El Salvador and Venezuela.*

In order to enjoy preferential rates of duty under any preferential agreement, the products must have a certificate of origin according to the different agreements. For the GSP-system and the EBA the certificate used is a “Certificate of Origin Form A” and for other Free Trade Agreements the certificate used is “Movement Certificate EUR.1”. A country can benefit from several preferential agreements and is then a free choice which preferential agreement to use.

There is currently no licensing requirement for horticultural products, however in certain cases import authorization is required. The importer applies for the preferential quota (should there be one) when the goods are customs declared and if there is quota left, the preferential rate of duty will be applied. In some instances there are additional fees applicable, for example validation of SPS-certificate⁴, supplementary unit import fee (in addition to tariff), etc.

All live plants, whether growing or in flower or dormant, including bulbs, tubers and tuberous roots from countries outside the European Union, must have a phytosanitary certificate issued by an approved authority in the exporting country.

Since many new bilateral agreements are being negotiated and many tariffs are continuously being changed as well as the requirements for SPS and other possible required certificates, it is crucial to check the latest duty rate and documentary requirements before exporting. An excellent tool is the EU’s Export Helpdesk for developing countries. It is the easiest way to keep updated on what tariff level or duty free access your product and country can benefit from. By typing in your product and country you will immediately see if and what tariffs apply to your product and what type of certificate of origin you must use as well as a list of any other possible documentary requirements. For contact details to the Helpdesk please refer to **Appendix 2**.

11 Consumer Labels and Certification Organisations

11.1 Consumer Labels

Consumers in Sweden are becoming more and more critical when it comes to the traceability of products and information about production circumstances. More and more consumers want to make an active choice of products since this implies that they can support those that have been produced in a socially and environmentally respectful way. Consequently consumer labels for flowers and plants are becoming increasingly important. Consumer Labels for flowers and plants in Sweden are:

- **FFP - www.fairflowersfairplants.com**

The consumer label for sustainable produced flowers and plants was introduced in the market in 2005. The FFP-label is an umbrella label of different certification organisations and producers around the world. The FFP-label has a common standard concerning the environmental and social demands in the production of floricultural products. In this way producers show that they fulfil the obligations in the International Code of Conduct, ICC, based on the ILO conventions and produce in the best environmental way.

⁴ *Sanitary and Phytosanitary Measures Agreement*

The producers are inspected by independent accredited inspectors in company with observers from Trade Unions and NGOs. Fair Flowers Fair Plants products are sold through affiliated FFP traders and retailers. All the links within the chain (grower, trader and retailer) satisfy the requirements of Fair Flowers Fair Plants and are monitored to make sure they continue to do so.

- **Rättvisemärkt (Fairtrade) - www.rattvisemarkt.se**

Rättvisemärkt is an independent certification of products that contributes to improved working and living condition for producers and employees in developing countries. Rättvisemärkt is the Swedish representative in Fairtrade Labelling Organizations International (FLO), which develops criteria and give aid to producers and employers in developing countries. Rättvisemärkt has sister organisations in about twenty countries in Europe, North America, Australia/New Zealand and Japan.

11.2 Certification Organisations

There are several different certification organisations for companies within production of plants and flowers. These certification schemes serve at a business-to-business level, verifying that companies fulfil certain standards. Generally these different certification organisations are inspected by independent controlling bodies in order to reassure that they live up to the standards set.

- **MPS - www.my-mps.com**

MPS-ECAS is an international certification organisation from Holland, which owns and develops certificates for producers in the horticultural sector. The companies that MPS focus on are active in the floriculture, bulb, nursery stock and vegetables sectors. Environment, quality and social aspects are the main topics of MPS. MPS is located in Holland.

- **FLP - www.fairflowers.de**

As a joint initiative of human rights organisations, trade unions, flower producers and flower retailers the Flower Label Program was set up in Germany. FLP implements social and environmental standards in flower production outside Europe, in South America and Africa. FLP is also a Consumer Label on the German market.

- **KFC - www.kenyaflowercouncil.org**

KFC is an accredited Kenyan certifying body specialised in producers in Kenya and the Kenyan production circumstances. KFC has been benchmarked with Fair Flowers Fair Plants.

- **Flor Verde - www.florverde.org**

Flor Verde is a Colombian certification body that focuses on the specific challenges in flower production in Colombia. Flor Verde has advanced well regarding the requirements on social conditions for employees of the certified companies. The Flor Verdes' producers are also controlled by the international independent organisation SGS.

12 Market Prospects and Business Opportunities

There is a worldwide overproduction of flowers and plants, which has made price competition very keen and profitability poor in most producing countries. Since Sweden joined the European Union exporters from overseas growing countries have seen their direct exports to Sweden growing.

Airfreight tariffs make it more economical to ship large shipments to one destination, such as Amsterdam in the Netherlands. Thereafter the Swedish importer trucks the flowers directly to Sweden.

Although Sweden imports most of its flowers from Europe, it does not mean that the flowers, especially cut flowers, are cultivated in Europe. With the exception of tulips, the trend is towards growing the flowers and saplings in low-cost countries and to fly them into a few distribution centres in Europe, typically to Amsterdam. It is believed that this trend towards more imports from developing countries, especially from those which enjoy duty-free status, will continue while growers in the European Union will lose market share.

The important factors determining the chances for success on the European markets for flowers, apart from price and quality, are dependable transportation facilities, i.e. regular air cargo services, and adequate packaging and handling facilities in the exporting country. This is not a problem for established flower growing countries but could be a problem for new entrants on the flower market.

Appendix 1 – Exchange Rates

Average exchange rate of the Swedish currency SEK						
	<u>Average rate in SEK</u>					
	1995	2000	2005	2006	2007	2008
1 US Dollar	7.13	9.17	7.48	7.38	6.76	6.58
1 Euro	8.65	8.45	9.28	9.25	9.25	9.61

Source: Swedish Central Bank (Riksbanken)

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

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

Appendix 2 - Useful Addresses and Links

A selection of organisations and authorities involved in the Swedish flower industry and trade:

Flower Trade Organisations

Swedish Floricultural Trade Association, BRO

Storgatan 63, S-360 51 Hovmantorp
Phone: +46 478 422 22
Fax: +46 478 404 88
E-mail: rp@semera.se

GRO The Swedish Horticultures' Association

S-105 33 Stockholm
Phone: +46 8 787 53 00
Fax: +46 8 787 53 10
E-mail: info@gro.se
Internet: www.gro.se

Flower Retail Organisations

EuroFlorist Sverige AB

Eddagatan 4, S-217 67 Malmö
Phone: +46 40 602 0020
Fax: +46 40 602 0050
E-mail: info@euroflorist.se
Internet: www.euroflorist.se

Interflora

Box 808, S-161 24 Bromma
Phone: +46 8 634 44 00
Fax: +46 8 26 96 06
E-mail: info@interflora.se
Internet: www.interflora.se

Other Organisations

Association of Swedish Chambers of Commerce and Industry

Box 16050, S-103 21 Stockholm
Phone: +46 8 555 100 00
Fax: +46 8 556 316 30
E-mail: info@chambertrade.com
Internet: www.swedishchambers.se

Swedish Federation of Trade

S-103 29 Stockholm
Phone: +46 10 471 85 00
Fax: +46 10 471 86 65
E-mail: info@svenskhandel.se
Internet: www.svenskhandel.se

Authorities

National Board of Trade

(Kommerskollegium)
Box 6803, S-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, S-113 86 Stockholm
Phone: +46 8 690 49 40
Fax: +46 8 690 49 41
Email: info@opentradegate.se
Internet: www.opentradegate.se

Swedish Board of Agriculture

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

Statistics Sweden

(Statistiska Centralbyrån, SCB)
Box 24300, S-104 51 Stockholm
Phone: +46 8 506 948 01
Fax: +46 8 661 52 61
E-mail: Contact form via website
Internet: www.scb.se

Swedish Customs

(Tullverket)
Box 12854, S-112 98 Stockholm
Phone: +46 771 520 520
Fax: +46 8 20 80 12
E-post: Contact form via website
Internet: www.tullverket.se
Customs tariffs: <http://taric.tullverket.se>

Some Useful Links

Official Gateway to Sweden	www.sweden.se
Open Trade Gate Sweden <i>provides information and helps exporters to solve bureaucratic problems that might occur when trading with Sweden.</i>	www.opentradegate.se
Swedish Customs	www.tullverket.se
Statistics Sweden	www.scb.se
Swedish Chambers of Commerce	www.swedishchambers.se
Scandinavian Trade Fair Council <i>trade fairs in the Nordic countries.</i>	www.fairlink.se
Association of German Trade Fair Industry <i>trade fairs in Europe and the world.</i>	www.auma.de
European Union	http://europa.eu
European Commission	http://ec.europa.eu
European Customs	http://ec.europa.eu/taxation_customs/index_en.htm
European Statistics - EuroStat	http://epp.eurostat.ec.europa.eu
Exporting to the EU - Advice for Developing Countries	http://exporthelp.europa.eu
Chamber Trade <i>business inquiry database</i>	www.chambertrade.com
Kompass <i>international business directory covering more than 70 countries including Sweden</i>	www.kompass.com

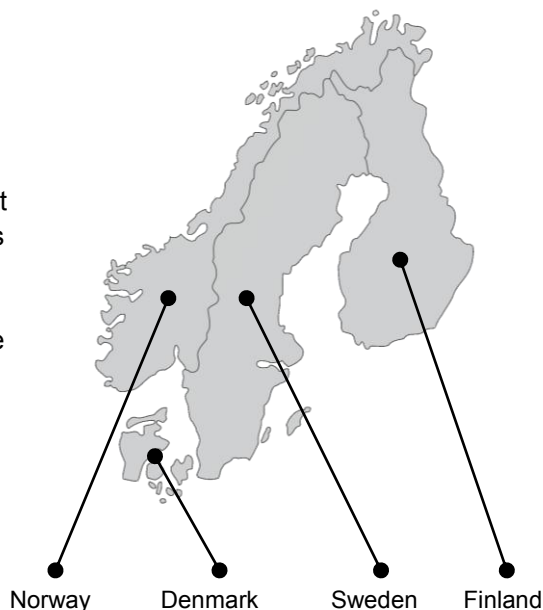
The Nordic Market

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



Swedish Chambers

Swedish Chambers of Commerce

Trade promotion

PO Box 160 50

SE-103 21 Stockholm, Sweden

Phone: +46 (0)8 555 100 000

www.swedishchambers.se

www.chambertrade.com

info@chambertrade.com

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