



Swedish Chambers

TRADE PROMOTION PROGRAMME
OF THE SWEDISH CHAMBERS



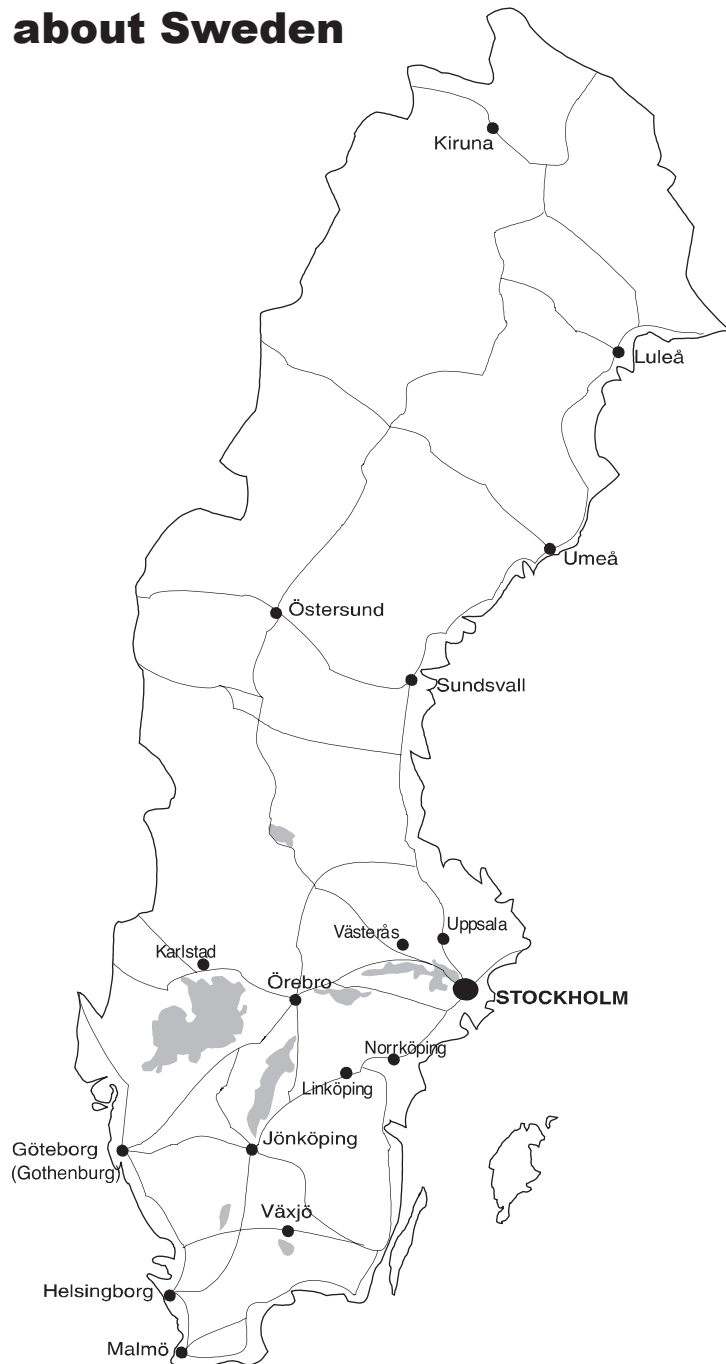
Market Brief

Focus on the Swedish Market

Footwear and Parts

November 2008

Facts about Sweden



Area: 449,964 sq.km
Population: 9.1 million

Capital: Stockholm.
Stockholm city: 780,800 inh.
Greater Stockholm: 1.9 mil. inh.

Business language:
Swedish, English

Religion:
Lutheran

Largest cities:
Stockholm city: 780,800 inh.
Gothenburg 489,400 inh.
Malmö 275,100 inh.
Uppsala 185,200 inh.
Linköping 138,400 inh.
Västerås 132,800 inh.
Örebro 128,700 inh.
Norrköping 125,300 inh.
Helsingborg 123,100 inh.
Jönköping 121,300 inh.

Form of government:
Constitutional monarchy,
parliamentary democracy

Some distances:
Stockholm-Malmö 640 km
Stockholm-Gothenburg 490 km
Stockholm-Sundsvall 400 km
Stockholm-Kiruna 1310 km

Currency:
1 krona (SEK) = 100 öre

The European Union

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

The EES/EEA area
EU-countries, Iceland,
Liechtenstein and Norway

EFTA
Iceland, Liechtenstein,
Norway and Switzerland



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1 Definitions and Limitations

This market brief covers footwear such as boots, ankle-boots, shoes and sandals as well as shoe parts, which fall under chapter 64 according to the Combined Nomenclature (CN) of the European Union. The following items are not included in this market brief although they are also included in chapter 64: slalom boots, other ski shoes, shoes for skates, boots or shoes with steel reinforced toes as well as gaiters, spats, leggings and shin-guards. The omitted CN-groups are: 640110, 640212, 640230, 640312, 640340 and 640699.

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

The market size data at retail prices stem from the 4-2008 issue of the trade magazine Sko&Mode (“Shoe&Fashion”).

The trade data is extracted from SCB’s database. Confidential data is excluded and the data is not adjusted for non response.

2 Market Characteristics

2.1 Market Size

In 2005, the shoe market in Sweden was worth SEK 9,350 million at retail prices including value added tax, up from SEK 8,784 million in 2004 and SEK 8,533 million in 2003. The market has grown slowly each year since 1996. Preliminary figures for 2006 and 2007 indicate sales of SEK 10,154 million and SEK 10,753 million respectively. With a small decrease in price levels for shoes in 2007, after a substantial increase in 2006, the shoe market increased significantly in 2007 by volume.

In 2007, the apparent consumption was worth SEK 3,257 million, up from SEK 3,024 million in 2006 and SEK 2,996 million in 2005.

2.2 Domestic Production and Exports

The Swedish market is almost exclusively covered by imports. Most of the domestic shoe industry has closed down in the face of stiff global competition. Only a few shoe manufacturers have survived. They produce working boots, military boots, clogs, slippers and a little leather shoes.

In 2007, Sweden exported shoes worth SEK 1,412 million, up from SEK 1,299 million in 2006 and SEK 925 million in 2005. The major part of the exported shoes was re-export of imported shoes to neighbouring countries (Finland, Denmark and Norway) by the largest Swedish' importers/wholesalers that have sales companies or agents in these countries.

2.3 Imports

In 2007, Sweden imported shoes of the types covered in this market brief at a value of SEK 4,669 million up from SEK 4,319 million in 2006.

In 2007, Sweden imported footwear with leather uppers, including boots, ankle boots, shoes, sandals and slippers, at a value of SEK 2,446 million, down from SEK 2,467 million in 2006.

Four countries dominated Sweden's imports of leather shoes in 2007: Denmark, Italy, Germany and China (excluding Hong Kong). In 2007, Denmark accounted for 15% of Sweden's imports of leather shoes by value, up from 13% in 2006, followed by Italy with 12% of the imports, up from 11% in 2006. Germany accounted for 11% of the imports by value in 2007, up from 7.3% in 2006, while China (excluding Hong Kong) accounted for 9.3% of the import value in 2007, down from 13% in 2006.

Other shoe exporting countries had smaller shares of Sweden's imports of leather shoes in 2007. Vietnam's share of the Swedish imports was 7.3%, Portugal's share was 7.0%, the Netherlands's was 6.1% and Belgium's was 6.0%. The remaining 27% of Sweden's leather shoe imports came from a large number of countries. Among these other exporters of leather shoes to Sweden, the positions change fast from year to year.

In 2007, Sweden imported shoes with textile uppers, including basketball shoes, jogging shoes, tennis shoes, slippers and other indoor shoes and summer shoes at a value of SEK 843 million. This was an increase from SEK 791 million the previous year. In 2007 SEK 361 million was the value of the imports of different types of sports shoes, down from SEK 377 million in 2006.

Denmark accounted for 27% by value of Sweden's imports of sports shoes with textile uppers in 2007, up from 22% the previous year. Belgium had 19% of Sweden's sport shoe imports in 2007, up from 18% in 2006, while China (excluding Hong Kong) accounted for 17% in 2007, down from 31% in 2006. Germany accounted for 12% of Sweden's imports of sport shoes in 2007, up from 2.3% in 2006.

Of the other shoes with textile uppers 28% came from China (excluding Hong Kong) in 2007, 18% from Norway, 14% from Denmark and 10% from Vietnam. The balance came from some 40 countries with smaller shares of Sweden's imports.

In 2007, Sweden imported shoes with rubber or plastic uppers and soles, including sport shoes, sandals, slippers, boots and shoes, for SEK 1058 million, up from SEK 808 million in 2006.

The biggest exporters of these shoes in 2007 were China (excluding Hong Kong) with 41% of Sweden's imports and the Netherlands with 16%, followed by Vietnam with 11%, Belgium with 8.4% and Germany with 5.9% of Sweden's imports. The main change from 2006 is that China increased its share of Sweden's imports from 36% to 41% while Vietnam's share decreased from 15% to 11%.

In 2007, Sweden imported watertight rubber or plastic boots and galoshes for SEK 141 million, up from SEK 118 million in 2006. China (excluding Hong Kong), with 55% of Sweden's imports, was the main exporter followed by Norway, Poland, Italy, Finland and Serbia in that order. China (excluding Hong Kong) was the biggest exporter in 2006 too, with 54% of imports.

Imports of shoe parts are very small. In 2007, Sweden imported uppers for SEK 61 million, rubber or plastic soles and heels valued at SEK 24 million, wooden soles for SEK 3 million and other shoe parts worth SEK 87 million.

3 Consumer Characteristics

The Swedish climate with cold wet winters in the south and very cold snowy winters in the north influences the footwear market profoundly. Some types of footwear are sold only for winter wear, while others are primarily for the summer season.

Swedish shoe buyers are very fashion oriented and brand-conscious. The Swedish market is price conscious, but there is a significant sector of the market to which fashion is more important than price. The price range of shoes has widened with growing availability of low price shoes as well as very expensive ones. Accordingly, the product range has widened too; shoes are now bought for different purposes, such as specific shoes for walking.

While lots of the consumers are willing to pay extra for fashion, a smaller part of the market is willing to pay for top quality. The majority would settle for a reasonable quality at a lower price. 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 quality.

According to the April 2008 CBI market survey on the footwear market in Sweden, men's footwear accounted for 29% of the market volume and 35% of the market value in 2006, while women's footwear accounted for 53% of the market volume and 55% of the market value. Lastly, children's footwear accounted for 18% of the market volume and 10% of the market value.

Swedish people tend to have rather big and broad feet. That is why most leather shoes and boots sold in Sweden have lasts especially made for the Swedish market. Although a large part of leather footwear imported to Sweden come from Italy and Portugal, the lasts differ from those of the shoes sold domestically in those countries. This market characteristic makes it a little harder and more expensive for the new exporter to get his shoes accepted by the Swedish importers and trade, not

to mention the consumers. The established importers are in a position to help the exporter in developing lasts suitable for the Swedish market.

4 Distribution Channels and Market Players

The specialized Swedish footwear retail industry consists of some large chains and a relatively small amount of independent shoe shops. Other shoe outlets are department stores, clothing retailers, sports goods chains and mail order companies.

In 2007, the largest retail companies were the Nilson Group, Wedins Skor & Accessoarer and Ariston-Nord-West-Ring/Crispin. The Nilson Group is by far the biggest company with several retail chains. Wedins Skor & Accessoarer is substantially smaller in the shoe market after selling the Wedins chain to the Norwegian company Eurosko in 2008. Ariston-Nord-West-Ring/Crispin is a German buying group.

The sports goods shops usually buy through the buying organisations to which they belong. The biggest sports goods chains in 2007 were Stadium, Intersport and Team Sportia.

The large retail chains and department stores often have substantial direct import of shoes in addition to the purchases from importers/wholesalers and via agents. The biggest independent shoe supplier is Ecco Sverige.

Buying groups are important links of the distribution chain for the small independent retailers. They pool their orders to get better terms than they could get each on their own. The retailers get together two to four times per year for buying days. The meetings last 3 to 4 days. To these occasions importers/wholesalers and agents are invited to show their collections. The members place most of their orders during these meetings.

For an overseas exporter it is difficult to sell directly to retailers in Sweden. A better approach would be to contact wholesalers/importers, agents and buying groups.

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 or even duty-free access when imported.

The GSP countries, with the exceptions of China and, from 2009, Vietnam, enjoy reduced duty for footwear. 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.

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 handicraft agreements.

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 timeframe of this measure was set to two years. In October 2008, EU extended the dumping duties until a re-evaluation had been conducted.

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.

5.4 Rates of Duty

	Conventional duty	Preferential duty
Footwear with soles of rubber, plastic or leather		
- with uppers of rubber or plastic	17%	11.9%
- with uppers of leather; except	8%	4.5%
some ladies' sandal	5%	1.5%
some ladies' shoes	7%	3.5%
- with upper of textile material	17%	11.9%
Footwear with soles of wood, cork or other material		
- with leather uppers	3.5%	0
- with textile uppers and soles of cork or wood	3.5%	0
- with textile uppers and soles of other material	4%	0
Shoe uppers, soles and other shoe parts	3%	0

6 Prices and Mark-ups

The shoe trade uses relatively high mark-ups. The reason for this is that fashion changes and unpredictable weather make the shoe business risky. The retail trade must calculate with losses due to slow-selling models, which must be heavily discounted at the end of the season. Importers/wholesalers try to minimise this risk by carrying small stocks, but they still find themselves with difficult-to-sell models.

Another reason for the high mark-ups in the shoe trade is that selling shoes at retail requires personal service. Sales personnel are relatively well paid in Sweden, which adds to the cost of retailing shoes.

The following example shows the mark-ups and margins in common use in the Swedish shoe trade:

Price ex factory	100	
Freight & insurance, duty etc.	20	20% (customs duty is 5-17%)
Landed Cost	120	
Importer/wholesaler's mark-up 25-30%	36	equal to a margin of 20-23%
Price to retailer	156	discounts to big customers are common
Retailer's 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 incl. 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 a consumer price of 370 in the example above. The mark-ups also vary according to the type of footwear. Expensive ladies winter boots would not have the same mark-up as a cheap leisure canvas shoe. When calculating export prices from the prices in shoe shops, calculate with a factor of about four for most footwear.

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.

- **Environmental policy.** Most of the imports to Sweden is 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 address.
- **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 Buying Routines

In the shoe business there are basically two seasons per year, autumn-winter and spring-summer, although some retailers try to move to four seasons by delaying the winter boots and the summer shoe purchases. The buying groups who have only two meetings per year have them in March and September, while those with three or four meetings usually have meetings in both March and April and in September and October. The importers/wholesalers and the shoe agents are very busy during those periods. New exporters trying to enter the Swedish market should avoid these months when trying to meet with potential customers or agents as they will hardly have time to talk with new suppliers.

The earlier meeting is normally for standard shoes and the later for more fashionable shoes, as the retailers want to wait as long as possible before placing their orders for the more risky high fashion models. At the earlier meetings footwear from overseas exporters, which must be ordered early, are also ordered.

The Swedish Association of Agents arranges a shoe fair called The Nordic Shoe & Bag Fair in Stockholm where importers/wholesalers, shoe agents as well as some foreign manufacturers exhibit their goods. The fair is arranged two times per year, usually in early February and late August.

Before placing their final orders for the next season, retailers normally want to visit these fairs and perhaps also some international fairs. The GDS Messe in Düsseldorf in March and in September is especially important for the Swedish shoe trade. Many retailers also visit the Micam Fair in Milan and the Midec Fair in Paris. Autumn-winter shoes are ordered in March-April and the spring-summer shoes in September-October, but shoes are also bought between these buying seasons, as retailers try to follow fashion trends and changes in the weather as closely as possible.

7.3 Marking and Packaging

There are EU requirements regarding markings of footwear. They must be marked with symbols giving information regarding material used in soles, insoles, linings and uppers.

Regarding size markings, there are two systems in use in Sweden: The English system with whole and half numbers from 1 to 11 and the French system with numbers from 33 to 47 and children's' numbers up to 32. Both systems are equally acceptable, but as sizes vary between different lasts and manufacturers, it is wise to

check the sizes against the Swedish norms and mark the shoes down (or up) one size as recommended by the importer.

Normally shoes are not price marked by the manufacturer. Only one shoe of each model and size is displayed in the shops and these shoes carry a price sticker. The rest of the shoes are in their boxes behind the counter or in a warehouse and are not price marked. Even sports shoes and self-service items such as cheap casual shoes are usually price marked by the retailers themselves. The department store chains request that big orders of footwear should be price-marked with labels they provide the manufacturer. For smaller order this is not practicable.

There are no 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, not for display, and are frequently discarded at the point of sales as consumers prefer not to carry home the bulky boxes. For easy handling shoes are normally shipped on pallets from the manufacturer to the importer.

7.4 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

There are relatively good opportunities for exporters of footwear to find a market in Sweden. Sweden has hardly any shoe industry left to protect, but the EU rules protect the European shoe industries with relatively high rates of duty.

New exporters to Sweden would be well advised to contact importers and/or commercial agents and hear their comments about the prospects. This can be done directly or by exhibiting the goods at one of the international shoe fairs visited by Swedish importers. The best would be the Düsseldorf fair. The Nordic Shoe & Bag Fair in Stockholm is less suitable because the visitors are mostly small retailers who cannot import directly from overseas countries. But a visit to this fair would give the visitor an overview of the footwear offered to the Swedish consumers and an opportunity to talk to importers and agents.

Appendix 1 - Some Useful Addresses and Links

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

Organisations

Svensk Handel STIL

(Swedish Shoe, Textile & Clothing Retailers' Association)
SE-103 29 Stockholm
Phone: +46 10 471 8500
Fax: +46 10 471 8665
E-mail: maria.sandow@svenskhandel.se
Internet: www.svenskhandel.se

Swedish Association of Agents / Footwear Suppliers' Association

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

Swedish Shoe Council

Drottninggatan 81A,
SE-111 60 Stockholm
Phone: +46 8 411 1641
Fax: +46 8 411 1746
E-mail: info@skobranschradet.se
Internet: www.moderadet.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 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 (SDH)

(Mail-order companies)
Torggatan 19, SE-503 34 Borås
Phone: +46 33 131 770
Fax: +46 33 125 317
E-mail: Contact form via Internet
Internet: www.postorder.se

Authorities

National Board of Trade

Box 6803, SE-113 86 Stockholm
Phone: +46 8 690 48 00
Fax: +46 8 30 67 59
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
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

Box 48, SE-651 02 Karlstad
Phone: +46 771 42 33 00
Fax: +46 54 19 41 95
Internet: www.konsumentverket.se

SIS - Swedish Standards Institute

SE-118 80 Stockholm
Phone: +46 8 555 520 00
Fax: +46 8 555 520 01
E-mail: info@sis.se
Internet: www.sis.se

Statistics Sweden

Box 24300, SE-104 51 Stockholm
Phone: +46 8 5069 4801
Fax: +46 8 5069 4899
E-mail: Contact form via Internet
Internet: www.scb.se

Swedish Customs

Box 12854, SE-112 98 Stockholm
Phone: +46 771 520 520
E-mail: Contact form via Internet
Internet: www.tullverket.se
Customs tariff: <http://taric.tullverket.se>

Some Useful Links

Official Gateway to Sweden	www.sweden.se
eMarketServices <i>guide to electronic market places</i>	http://www.emarketservices.com
Trade fairs in Scandinavia	http://www.fairlink.se
CITES	http://www.cites.org
European Union	http://ec.europa.eu
European Standardization Organization	http://www.cenorm.be/cenorm
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 countries.

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

Contact details:

HSH – Department of International Trade Promotion
P.O. Box 2900 Solli,
NO-0230 Oslo, Norway
Tel: +47-2254 1700
Direct tel: +47-2254 1752
Fax: +47-2256 1700
E-mail: edg@hsh-org.no
Internet: www.hsh-org.no

Sweden

Within the trade promotion programme of the Swedish Chambers assistance is provided to exporters from Africa, Asia and Latin America. The overall aim of the programme is to contribute to sustainable economic growth in developing countries by strengthening the capacity and competitiveness of exporters.

From the website www.cci.se/trade you can learn more about the programme, download or order market reports as well as register your business inquiry free of charge in the database Chamber Trade (www.chambertrade.com).

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

Contact details:

Swedish Chambers of Commerce
Trade Promotion
PO Box 16050
SE-103 21 Stockholm, Sweden
Phone: +46-8-555 100 00
Fax: +46-8-566 316 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
