



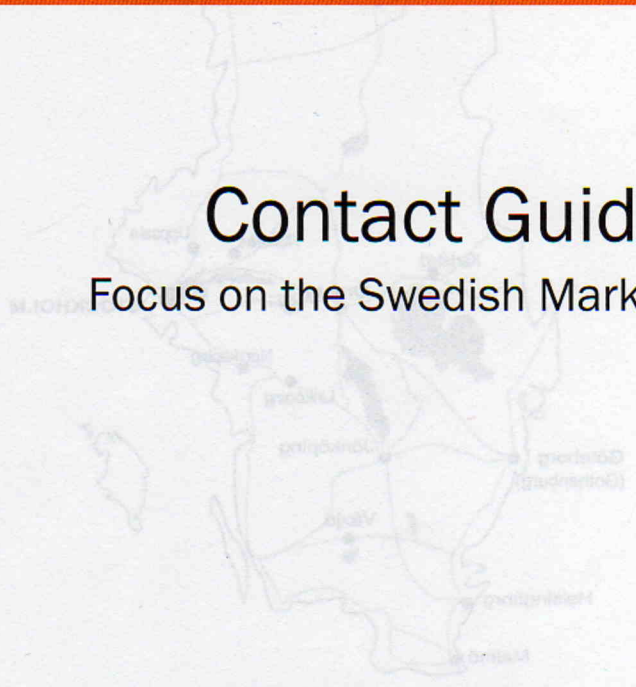
Swedish Chambers

TRADE PROMOTION PROGRAMME  
OF THE SWEDISH CHAMBERS



# Contact Guide

Focus on the Swedish Market



## Facts about Sweden

Area: 447,964 sq km  
Population: 9 million

Capital: Stockholm  
Stockholm City: 788,800 inh.  
Greater Stockholm: 1.9 ml. inh.

Business languages:  
Swedish, English

# Tea

November 2005

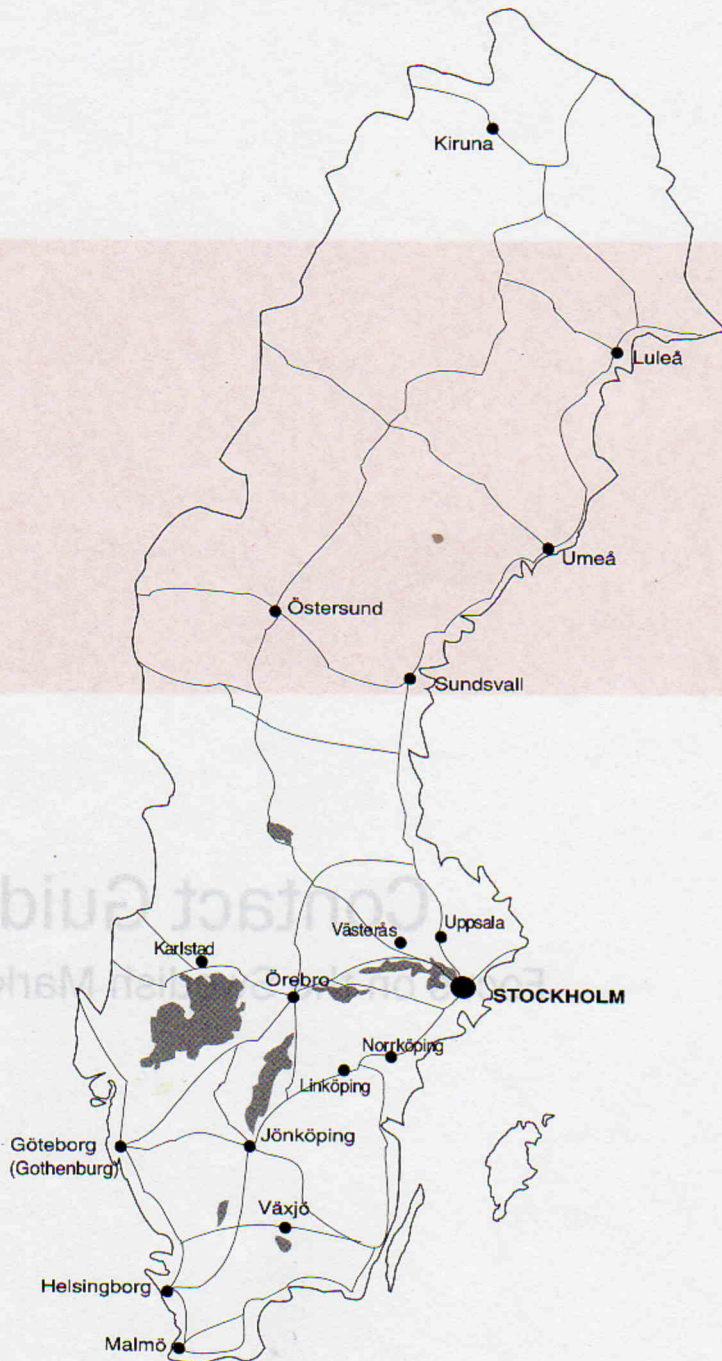
Some Distances:  
Stockholm-Malmö 640 km  
Stockholm-Göteborg 430 km  
Stockholm-Åre 400 km  
Stockholm-Kiruna 1240 km

Currency:  
1 krona (SEK) = 100 öre

Other Larger Cities:  
Göteborg 482,000 inh.  
Malmö 289,900 inh.  
Uppsala 182,100 inh.  
Linköping 166,700 inh.  
Västerås 131,800 inh.  
Örebro 127,100 inh.  
Norrtälje 124,500 inh.

Form of Government:  
Constitutional monarchy,  
parliamentary democracy

# Map of Sweden



## The European Union:

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

## The EES/EEA area:

EU-countries, Iceland,  
Liechtenstein and Norway.

## EFTA:

Iceland, Liechtenstein, Norway  
and Switzerland.

## Facts about Sweden

**Area:** 449,964 sq.km

**Population:** 9.1million

**Capital:** Stockholm.

Stockholm city 766.800 inh.

Greater Stockholm 1.9 mil. inh.

**Business language:**

Swedish, English

**Religion:**

Lutheran

## Other Larger Cities:

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Stockholm-Sundsvall 400 km

Stockholm-Kiruna 1310 km

## Currency:

1 krona (SEK) = 100 öre

## Contact Guide

### Tea

This Contact Guide contains addresses to companies and organisations engaged in importing tea to the Swedish market.

The addresses have been collected from different open publications like company and product lists, telephone catalogues and similar sources of addresses. However, there is no guarantee that the companies listed in this Contact Guide will have any interest in your specific product(s).

Please note, that some of the Internet sites will only be available in Swedish as the company's information is mainly directed towards Swedish customers.

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 November 2005



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## Importers and Wholesalers

The importers listed here are small companies importing tea directly from tea-growing countries with the exception of the only packer, Coop Sverige, which is a large co-operative wholesaling and retailing organisation. The bulk of the tea sold in Sweden is branded products packed in Great Britain.

### Aftek Te & Kryddor AB

Turistvägen 70, S-820 40 Järvsö

Phone: +46 651 402 70

Fax: +46 651 402 75

E-mail: kontoret@aftek.se

Internet: www.aftek.se

• IMP, W, R

### Charabang HB

Norrhagsv 29, S-182 46 Enebyberg

Phone: +46 8 20 49 32

Fax: +46 8 758 50 27

• IMP, W, R

### China Product AB

Olof Palmes gata 12, S-111 37 Stockholm

Phone: +46 8 20 65 43

Fax: +46 8 24 12 53

• IMP, W, R

### East West Company Scandinavia AB

Hornsg 46, S-118 21 Stockholm

Phone: +46 8 640 42 10

Fax: +46 8 640 93 75

• IMP, W, R

### Grossist Yasin Livs HB

Fittjav 23, S-145 53 Norsborg

Phone: +46 8 531 830 00

Fax: +46 8 531 830 63

• IMP, W, R

### Haugen-Gruppen AB

PO Box 185, S-601 03 Norrköping

Phone: +46 11 36 29 00

Fax: +46 11 36 29 40

E-mail: info@haugen-gruppen.se

Internet: www.haugen-gruppense

• IMP, A, W

### Himalaya Te & Kaffespecialisten AB

Box 305, S-118 72 Stockholm

Phone: +46 8 643 85 40

Fax: +46 8 640 46 01

• IMP, R

### Hong Kong Trading

Kungsg 74, S-111 22 Stockholm

Phone: +46 8 21 79 76

Fax: +46 8 411 43 08

• IMP, W, R

### IBT Nordic AB

PO Box 258, S-551 14 Jönköping

Phone: +46 36 12 83 60

Fax: +46 36 12 83 56

E-mail: redtea@telia.com

• IMP, W

### Johan & Nyström, Kafferostare & Tehandlare

Hamringevägen 1, S-146 41 Tullinge

Phone: +46 8 530 244 40

E-mail: info@johanochnystrom.se

Internet: www.johanochnystrom.se

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### Kung Markatta AB

Hjälmarsberg, S-705 95 Örebro

Phone: +46 19 307 300

Fax: +46 19 320 201

E-mail: info@kungmarkatta.se

Internet: www.kungmarkatta.se

• IMP, W

### Lanka Te & Krydd Import

Ringv 143, S-116 61 Stockholm

Phone: +46 8 642 55 85

Fax: +46 8 642 55 85

E-mail: lankate@chello.se

Internet: www.lankate.se

• IMP, W, R

### Naoi Group AB

Bergvik, S-178 90 Ekerö

Phone: +46 8 560 230 22

Fax: +46 8 560 231 77

• IMP, W, R

### Nordiska Kaffe Bolaget

#### H. Hansson & Co AB

PO Box 5003, S-102 41 Stockholm

Phone: +46 8 662 06 63

Fax: +46 8 661 41 68

E-mail: erik@sibyllanskaffetehandel.com

Internet: www.sibyllanskaffetehandel.com

• IMP, W, R

**Nordquist H.A.B., Arvid**  
 P.O. Box 1285, S-171 25 Solna  
 Phone: +46 8 799 18 00  
 Fax: +46 8 29 41 62  
 E-mail: info@arvid-nordquist.se  
 Internet: www.arvid-nordquist.se  
 • IMP, W

**North & South Fair Trade AB**  
 Wrångebäck, S-544 94 Hjo  
 Phone: +46 503 200 01  
 Fax: +46 503 201 65  
 E-mail: north.south@swipnet.se  
 • IMP, W

**Sackeus AB**  
 Bessemergatan 4, S-417 04 Göteborg  
 Phone: +46 31 65 48 00  
 Fax: +46 31 65 48 05

E-mail: info@sackeus.se  
 Internet: www.sackeus.se  
 • IMP, W

**Taj Mahal Livs**  
 Kammarkarg 40,  
 S-111 60 Stockholm  
 Phone: +46 8 21 22 81  
 Fax: +46 8 10 80 65  
 E-mail: info@tajmahal.se  
 Internet: www.tajmahal.se  
 • IMP, W, R

**Tore Smith & Son AB**  
 PO Box 43, S-239 21 Skanör  
 Phone: +46 40 47 57 80, 47 57 81  
 Fax: +46 40 45 86 42  
 E-mail: tore.smith@toresmithoson.se  
 • IMP, W

## Catering and Restaurant Wholesalers

**ICA Meny AB**  
 Box 99081, S-120 05 Årsta  
 Phone: +46 8 722 14 00  
 Fax: +46 8 722 11 17  
 Internet: www.icameny.se.  
 w

**Servera R&S AB**  
 S-112 89 Stockholm  
 Phone: +46 8 672 84 00  
 Fax: +46 8 672 84 39  
 E-mail: region.hk@servera.se  
 Internet: www.servera.se  
 w

**ServiceGrossisterna AB**  
 Box 1295, S-164 29 Kista  
 Phone: +46 8 632 92 50  
 Fax: +46 8 751 22 66  
 E-mail: info@sgcab.com  
 Internet: www.servicegrossisterna.se  
 w

## Retail Groups

The Swedish wholesale and retail sections of the food trade are entirely dominated by four integrated retail groups, namely ICA, Coop Sverige, Axfood and Bergendahls. It should be noted that both ICA, Coop and Axfood are cooperating with other Scandinavian retail groups, especially regarding importing foods.

All major food retail chains in Sweden belong to one of these retail four groups. They buy most of their goods through the wholesaling arm of the group, but direct buyings from outside sources (such as importers and wholesalers) are sometimes made.

### Axfood Sverige AB

S-103 90 Stockholm  
Phone: +46 8 553 998 00  
Fax: +46 8 730 03 59  
E-mail: [info@axfood.se](mailto:info@axfood.se)  
Internet: [www.axfood.se](http://www.axfood.se)  
• W, IMP, A, R

### ICA AB

S-171 93 Solna  
Phone: +46 8 561 500 00  
Fax: +46 8 561 513 16  
E-mail: [info@ica.se](mailto:info@ica.se)  
Internet: [www.ica.se](http://www.ica.se)  
• W, IMP, A, R

### Bergendahls Gruppen AB

PO Box 14, S-281 21 Hässleholm  
Phone: +46 451 480 00  
Fax: +46 451 150 01  
E-mail: [info@bergendahls.se](mailto:info@bergendahls.se)  
Internet: [www.bergendahls.se](http://www.bergendahls.se)  
• W, A, R

### Coop Sverige AB

Import department foods  
S-171 88 Solna  
Phone: +46 8 743 10 00  
Fax: +46 8 642 11 70  
E-mail: [info@coop.se](mailto:info@coop.se)  
Internet: [www.coop.se](http://www.coop.se)  
• W, IMP, A, P, R

## Trade Fairs for the Food and Beverage Trade

The two most important trade fairs for the Swedish (as well as European) food and beverage trade are **Sial** in Paris and **Anuga** in Köln.

Fair	Product Area/Exhibition Place	Date/Periodicity	Addresses
Det goda köket (Sweden)	Stockholm Food & Beverage Show "The good kitchen" Public fair for food, beverage and kitchen utensils.	November Every year	Stockholm International Fair Mässvägen 1, S-125 80 Stockholm Sweden Phone: +46 8 749 4100 Fax: +46 8 99 20 44 E-mail: hello@stofair.se Internet: www.stofair.se
ANUGA (Germany)	International Food and Beverage Industries Fair www.anuga.de	October 2007 Every 2nd year, odd years	Köln Messe GmbH Messeplatz 1, D-50679 Köln, Germany Phone: +49-221-8210 Fax: 49-221-821 2574 E-mail: info@koelnmesse.de Internet: www.koelnmesse.de
SIAL Paris (France)	The world's largest international food and beverage trade fair.	October 2006 Every 2nd year, even years	SIAL Salon International d l'Alimentation 1, rue du Parc F-92593 Levallois-Peret, France Phone: +33 1 4968 5498 *Fax: +33 1 4968 5632 E-mail: sial@sial.fr Internet: www.sial.fr

Looking for trade fairs in Scandinavia - please visit [www.fairlink.se](http://www.fairlink.se)

## Food Magazines

A selection of industry, retail, catering, and consumer magazines covering food and beverages. *Note that all magazines listed are in Swedish only.*

### Trade Magazines for the Retail Grocery Trade

**Fri Köpenskap** (Free Trade)  
PO Box 72001, S-181 72 Lidingö  
Phone: +46 8 545 513 30  
Fax: +46 8 650 24 91  
E-mail: [info@fri-kopenskap.se](mailto:info@fri-kopenskap.se)  
Internet: [www.fri-kopenskap.se](http://www.fri-kopenskap.se)  
*Retail news, independent*

**ICAnyheter** (ICA News)  
Forma Publishing Group  
S-721 85 Västerås  
Phone: +46 21 19 40 00  
Fax: +46 21 19 41 36  
E-mail: [icanyheter@formapg.se](mailto:icanyheter@formapg.se)  
Internet: [www.ica-nyheter.net](http://www.ica-nyheter.net)  
*Retail news, published by the ICA Group*

### Trade Magazines for the Restaurant and Catering Sector

**Fast Food**  
PO Box 72001, S-181 72 Lidingö  
Phone: +46 8 670 41 00  
Fax: +46 8 661 64 55  
Internet: [www.foodnet.se](http://www.foodnet.se)

**Restaurang & Storhushåll**  
S-721 85 Västerås  
Phone: +46 21 19 40 00  
Fax: +46 21 19 41 36

E-mail: [sven-olof.rudenas@formapg.se](mailto:sven-olof.rudenas@formapg.se)  
Internet: [www.formapg.se](http://www.formapg.se)

**RS, Restauranger & Storkök**  
PO Box 72001, S-181 72 Lidingö  
Phone: +46 8 670 41 00  
Fax: +46 8 661 64 55  
Internet: [www.foodnet.se](http://www.foodnet.se)

**Restauratören**  
PO Box 1158, S-111 81 Stockholm  
Phone: +46 8 762 74 00  
Fax: +46 8 411 38 16  
E-mail: [redaktionen@restauratoren.se](mailto:redaktionen@restauratoren.se)  
Internet: [www.restauratoren.se](http://www.restauratoren.se)

### Food Consumer Magazines

**Allt om Mat** (All About Food)  
S-105 44 Stockholm  
Phone: +46 8 736 53 00  
Fax: +46 8 34 00 88  
E-mail: [red@aom.bonnier.se](mailto:red@aom.bonnier.se)  
Internet: [www.alltommat.se](http://www.alltommat.se)

**Gourmet**  
Kungsgatan 20, S-111 56 Stockholm  
Phone: +46 8 525 057 31  
Fax: +46 8 525 051 01  
E-mail: [mail@gourmet.se](mailto:mail@gourmet.se)  
Internet: [www.gourmet.se](http://www.gourmet.se)

## Organisations and Authorities

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

### Organisations

#### Association of Swedish Health Food Suppliers

(Hälsokostrådet)  
PO Box 6356, S-102 35 Stockholm  
Phone: +46 8 545 411 60  
Fax: +46 8 545 401 70  
E-mail: [info@halsokostradet.se](mailto:info@halsokostradet.se)  
Internet: [www.halsokostradet.se](http://www.halsokostradet.se)

#### Swedish Food Federation

(Livsmedelindustrierna - LI)  
PO Box 16347, S-103 26 Stockholm  
Phone: +46 8 762 65 00  
Fax: +46 8 762 65 12  
E-mail: [info@li.se](mailto:info@li.se)  
Internet: [www.li.se](http://www.li.se)

#### Grocery Manufacturers of Sweden (DLF)

PO Box 16 316, S-103 26 Stockholm  
Phone: +46 8 762 73 00  
Fax: +46 8 762 73 10  
E-mail: [info@dlf.se](mailto:info@dlf.se)  
Internet: [www.dlf.se](http://www.dlf.se)

#### The Swedish Association of Agents

(Agenturföretagens Förbund)  
PO Box 13077, S-103 02 Stockholm  
Phone: +46 8 411 00 22  
Fax: +46 8 411 00 23  
E-mail: [mail@agenturforetagen.se](mailto:mail@agenturforetagen.se)  
Internet: [www.agenturforetagen.se](http://www.agenturforetagen.se)

#### Association of Swedish Chambers of Commerce and Industry

(Svenska Handelskammarförbundet)  
PO Box 16050, S-103 21 Stockholm  
Phone: +46 8 555 100 00  
Fax: +46 8 556 316 30  
E-mail: [tradeoffice@chamber.se](mailto:tradeoffice@chamber.se)  
Internet: [www.cci.se/trade](http://www.cci.se/trade)

#### Swedish Federation of Trade

(Svensk Handel)  
S-103 29 Stockholm  
Phone: +46 8 762 77 00  
Fax: +46 8 762 77 77  
E-mail: [info@svenskhandel.se](mailto:info@svenskhandel.se)  
Internet: [www.svenskhandel.se](http://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: [info@kommers.se](mailto:info@kommers.se)  
Internet: [www.kommers.se](http://www.kommers.se)

#### National Food Administration

(Livsmedelsverket)  
PO Box 622, S-751 26 Uppsala  
Phone: +46 18 17 55 00  
Fax: +46 18 10 58 48  
E-mail: [livsmedelsverket@slv.se](mailto:livsmedelsverket@slv.se)  
Internet: [www.slv.se](http://www.slv.se)

#### Statistics Sweden (SCB)

PO Box 24300, S-104 51 Stockholm  
Phone: +46 8 506 948 01  
Fax: +46 8 506 948 99  
E-mail: [information@scb.se](mailto:information@scb.se)  
Internet: [www.scb.se](http://www.scb.se)

#### Swedish Customs (Tullverket)

PO Box 12854, S-112 98 Stockholm  
Phone: +46 771 23 23 23  
Fax: +46 8 20 80 12  
E-mail: Contact form via Internet  
Internet: [www.tullverket.se](http://www.tullverket.se)  
Customs tariffs: <http://taric.tullverket.se>

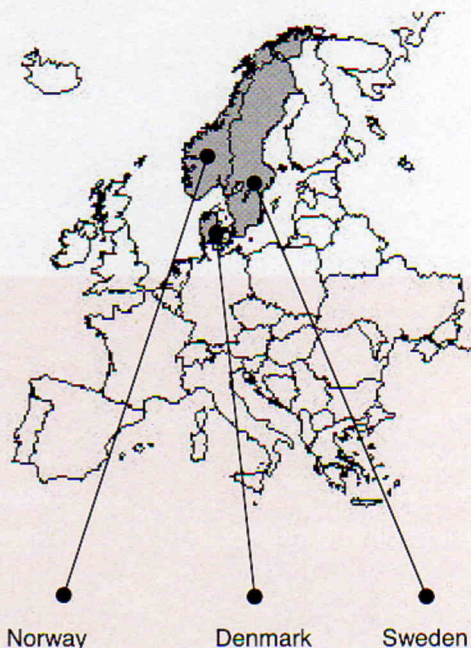
## The Scandinavian Market

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 Scandinavian countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Denmark, Norway and Sweden.

Inhabitants:	Denmark	5.4 million
	Norway	4.6 million
	Sweden	9.1 million



### Denmark

The Danish Import Promotion Office, DIPO, 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 DIPO is to assist exporters/producers in Africa, Asia and Latin America to enter the Danish market.

At DIPO's website [www.dipo.dk](http://www.dipo.dk) you can read more about DIPO 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 / DIPO

Boersen, Slotsholmsgade  
DK-1217 Copenhagen K, Denmark  
Phone: +45-70 13 12 00  
Fax: +45-33 12 05 25  
E-mails: [dipo@hts.dk](mailto:dipo@hts.dk)  
[mvh@hts.dk](mailto:mvh@hts.dk)  
[mas@hts.dk](mailto:mas@hts.dk)

### Norway

The Norwegian Import Promotion office, HSH IPO Service, operates under a contract between HSH (The Federation of Norwegian Commercial and Service Enterprises) and NORAD (Norwegian Agency for Development Cooperation). HSH IPO Service is integrated in HSH - but are fully sponsored by NORAD.

From the website [www.hsh-org.no](http://www.hsh-org.no) you can read more about HSH. We are currently working on developing a matching platform between selected Norwegian importers/wholesalers and professional exporters from developing countries. This website is in collaboration with CBI in Holland and is expected to be working from March 2004. Access to the importer/exporter matching platform will be through our [www.hsh-org.no](http://www.hsh-org.no).

#### Contact details:

HSH - Office of Import Promotion  
PO Box 2900 Solli  
NO-0230 Oslo, Norway  
Switch: +47-22 54 17 00  
Direct: +47-22 54 17 52  
Fax: +47-22 56 17 00  
E-mail: [e.d.gjeruldsen@hsh-org.no](mailto:e.d.gjeruldsen@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](http://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](http://www.chambertrade.com)).

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

#### Contact details:

Swedish Chambers of Commerce  
Trade Promotion / Sida  
PO Box 16050  
SE-10321 Stockholm, Sweden  
Phone: +46-8-555 100 00  
Fax: +48-8-566 316 30  
E-mails: [tradeoffice@chamber.se](mailto:tradeoffice@chamber.se)  
[info@chambertrade.com](mailto:info@chambertrade.com)



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

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



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