

WHY YOU SHOULD CONSIDER SWEDEN WHEN DOING BUSINESS IN EUROPE

Our majestic forests, long history of wood based industries and strategic geographic location make Sweden the ideal gateway to and from Europe.

Products. The “Land of the Midnight Sun” creates tall, blond, straight and beautiful pines and firs harvested by modern and efficient saw mills adhering to sound environmental and sustainable forest practices and processed into beautiful and innovative products.

Know How. Centuries old wood working traditions combined with industrial engineering skills and Nordic Light inspired designs have made Swedish Style and companies like IKEA global icons.

Swedish Quality. Sweden’s traditional forestry and mining industries have given birth to a number of companies and brands recognized the world over. Forest industry companies like SCA and Stora, Pergo’s floors, Volvo cars and trucks, Saab autos and aircraft, Hasselblad cameras, Ericsson phones are but a few companies that have helped establish the country’s reputation for superb design and quality. A report to the *U.S. Congress, Office of Technology Assessment*, on the US residential building industry stated: “The Swedish housing industry may be the most highly developed in the world”.

The People. Sweden’s educational system and open society have produced a sophisticated, internationally oriented population and workforce, embracing every conceivable nationality and language, where English has become the de facto operating language of many companies and organizations.

Culture and Traditions. A small country with citizens living, working and actively trading with Europe and the rest of the world has developed a population of clever, engineering minded individuals, where simplicity, clean looks and ingenious solutions are valued. IKEA’s global success is only one example proving that affordability and great looks can be achieved through clever design, and advanced logistics and sourcing.

Government Policies. The Swedish government actively uses legislative, fiscal and academic policies to promote and advance many industries. Thus, Sweden proudly points at world leadership in areas such as use of Wood in Construction, Sustainable Forestry and the Environment. Actively seeking foreign participation in Swedish value-added wood industries is another way to promote a strong, globally active industry.

Location. Sweden is the hub of the 100 million plus Baltic Region, and enjoys easy access and transportation to all of the Europe’s 370 million people. Whether you are in search of the growing and increasingly sophisticated consumer markets, or looking for competitive and qualified low-cost production, Swedish industry has long ago established the relationships and the infrastructure to give you easy access to the New Europe.

Outsourcing and Logistics. China and India are hot, but there is plenty of sophisticated, modern and affordable manufacturing in the neighboring Baltics and other former Soviet states. Sweden’s many seaports, railroads and trucking industries move goods quickly to and from locations inside the new “borderless” Europe. We have become masters at making everything come together seemingly without efforts.



Invest in Sweden Agency

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