

# Sweden's Trade and Investment Strategy









*Anna Hallberg*  
Anna Hallberg  
Minister for Foreign Trade  
and Nordic Affairs



*Ibrahim Baylan*  
Ibrahim Baylan  
Minister for Business,  
Industry and Innovation

# Contents

Summary .....	5
Introduction .....	6
The export strategy has produced results .....	8
The international context has changed .....	11
– New challenges for global trade .....	11
– Sustainability and the 2030 Agenda .....	11
New initiatives .....	14
– Platform for international sustainable business .....	14
– Gender-equal trade policy .....	14
Growth throughout the country .....	15
An updated Trade and Investment Strategy for jobs throughout the country focusing on sustainability .....	16
<hr/>	
Five strategic goals .....	18
1. Increase Sweden’s exports, both in absolute figures and as a share of GDP .....	19
2. Ensure that more small and medium-sized enterprises export .....	23
3. Ensure that Sweden is a driving force for free, sustainable and fair international trade .....	25
4. Use Sweden’s innovation leadership to enhance the export capabilities and international competitiveness of Swedish business .....	27
5. Increase Sweden’s attractiveness to foreign investments, skills, talent and visitors .....	29
<hr/>	



In 2019 Sweden was the first north European country to be an official partner country at the Hanover Fair – the world's largest industrial fair.



The MAX IV Laboratory outside Lund has the world's most brilliant synchrotron light source for materials and life sciences research. Near MAX IV, construction work is under way on the *European Spallation Source*, one of the largest and highest prioritised research infrastructure projects in Europe.

# Summary

The Government, the Centre Party and the Liberal Party committed in the 2019 January Agreement to implementing an export initiative for more jobs throughout the country and to update the existing export strategy with a focus on economic, social and environmental sustainability. The export strategy for Sweden adopted by the Government in 2015 was a response to five challenges facing Swedish foreign trade and the internationalisation of the Swedish business. Since then, measures have been taken in 22 areas with good results. The former weak trend in export growth has been turned around, even in emerging markets, where a large part of future growth is expected to take place. However there have been changes in the international context since 2015. The threats to free trade have increased, as has competition in major procurements and investments. The global Sustainable Development Goals in the 2030 Agenda and the Paris Agreement on climate change have created new opportunities for Swedish companies to contribute to the climate transition. There is also a continued need for an integrated strategic approach if trade and investment promotion is to generate the greatest possible benefit for business and employment throughout the country.

To meet the new international challenges that both influence the conditions for global trade and create opportunities for internationalisation of Swedish business, five strategic goals have been formulated to guide the updated Trade and Investment Strategy:

1. Increase Sweden's exports, both in absolute figures and as a share of GDP
2. Ensure that more small and medium-sized enterprises export
3. Ensure that Sweden is a driving force for free, sustainable and fair international trade
4. Use Sweden's innovation leadership to enhance the export capabilities and international competitiveness of Swedish business
5. Increase Sweden's attractiveness to foreign investments, skills, talent and visitors.

The measures started will be reviewed and supplemented with new measures. Measures must be monitorable and regular evaluations will be made of their effects. Regional export promotion for small and medium-sized enterprises will be improved. Team Sweden cooperation will be developed in dialogue with the business sector, the relevant government agencies, the trade unions

and regional actors. Sweden will work to strengthen and modernise the WTO. The development and deepening of the EU's single market must continue, and a well-functioning single market is a main priority in the Government's EU work. Sustainability requirements should be included in procurements financed with Swedish official development assistance (ODA) by 2030. The Swedish presence in emerging markets will increase. The promotion of foreign investments in to Sweden will be improved and investments made will be followed up more effectively. Efforts towards capturing major strategic business opportunities will be further enhanced. Foreign Engineering, Procurement and Construction (EPC) contractors will be encouraged to select Swedish sub-suppliers. The introduction of a special residence permit for highly qualified professionals will be investigated. Targeted measures will be taken for talent attraction and the visitor industry. The strategy will contribute to the global Sustainable Development Goals of the 2030 Agenda and the fulfilment of the Paris Agreement. This strategy is based on an agreement between the Government, the Centre Party and the Liberal Party.

# Introduction

Sweden's Export Strategy was adopted by the Government in September 2015<sup>1</sup> following a dialogue with the business sector. This strategy was a response to five challenges for the internationalisation of Swedish business:

- Swedish exports must reach emerging markets to a greater extent
- More small and medium-sized enterprises must have the ability, courage and will to export
- Swedish goods, services and systems must reach even higher up the value chain
- Sweden's attractiveness to foreign investments, skills and tourists must increase.
- Global trade must be kept open.

The strategy noted that Swedish exports were very important and accounted for almost 45 per cent of GDP, but that the recovery of exports after the financial crisis in 2008–09 had been weak. Consumption had replaced exports as the driver of GDP growth and Sweden had lost market shares to other countries, especially in the new emerging markets in Asia. Breaking this trend was important, and in the strategy the Government therefore laid out the course for the promotion of exports, Sweden's image abroad, foreign tourism and foreign investments, as well as for trade policy within and outside the EU. Links were also made to measures in innovation, enterprise and industrial

policy, as well as to other relevant strategies and action plans.

Sweden's Export Strategy, adopted in 2015, launched a total of around 70 new measures in 22 action areas, which have, with a few exceptions, been implemented. The Government allocated almost SEK 800 million to implementation over the period 2015–2019.

During the preparation of the 2015 export strategy, the business sector, in particular, stated that while public support for companies' international trade was highly appreciated, it was difficult for companies to find their way among all the actors offering partly overlapping services. The coordination between government agencies, companies and other bodies was felt to be deficient. The strategy therefore contained several measures to improve this coordination. Team Sweden was created as a forum for coordination and concentration of resources at national level and abroad. Regional export centres were set up in all Swedish counties with the participation of government agencies, state-owned enterprises, bodies responsible for regional development and other regional and local actors. At the same time, a single point of entry was created on [www.verksam.se](http://www.verksam.se) for all information about the range of public support available for export and internationalisation.

The Swedish presence on emerging markets was strengthened in

the form of new embassies in the Philippines, Peru, Tunisia and a consulate-general in New York. Business Sweden offices were opened in countries such as the Philippines, Iran and Singapore.

Small and medium-sized enterprises were identified as particularly important since they had the greatest untapped potential to increase their exports and employment. For this reason the number of regional export advisers in Business Sweden was increased and an information campaign was held to encourage small and medium-sized enterprises to increase their exports. The advisory service on e-commerce was expanded. The Swedish Export Credit Agency (EKN), Almi Företagspartner (Almi) and The Swedish Export Credit Corporation (SEK) were encouraged to direct more of their financing offers to small and medium-sized enterprises so as to facilitate exports. A special programme for supporting the internationalisation of start-up companies was put in place.

Efforts towards capturing major strategic business opportunities have been reinforced and have demonstrated the strength of Team Sweden coordination. So far, the result of this new initiative has been to generate business deals with a Swedish value of SEK 12 billion. The initiatives taken to win procurements in the UN and other international organisations have been intensified. One approach has been to

<sup>1</sup> The Government's export strategy (Govt Comm. 2015/16:48).





In the summer months the many hours of sun in northern Sweden can be used to produce renewable energy.

develop broader relationships and greater synergies between policy areas; one purpose here is to continue to build on the relationships established in development cooperation. A possibility has been created for financing project-preparation studies for projects of interest to Swedish export companies.

In trade policy, negotiations have continued about new trade agreements in the WTO and as well as in bilateral and regional trade agreements. Trade barriers on Sweden's most important markets have been mapped. Imports and exports have been facilitated by, for example, increasing the digitalisation of customs documents. Work on facilitating the cross-border movement of people has continued. Sweden has been able

to take a leading role in several groups drafting new standards for goods and services.

Work on the image of Sweden abroad has developed. Several initiatives have been taken to highlight the importance of cultural and creative industries. New measures have been taken in tourism promotion in China and India. The promotion of foreign investments and the marketing of Sweden as a nation for studies were given increased resources. An initiative has been taken to increase interest abroad in Swedish design, fashion and architecture. Work has been ongoing to enable Sweden to attract major international events.

In parallel with the export strategy, the Government produced an action plan for business and

human rights and an updated policy for sustainable business. The Swedish business sector was encouraged to also work in countries with weak legislation to protect human rights. However, the Government's clear expectation was that companies active in these countries would respect human rights and follow internationally accepted instruments concerning the environment, working conditions and anti-corruption. Business and human rights go hand in hand and are an important part of an active policy for sustainable business. Sustainable business therefore plays an important role in both trade policy and export promotion.

# The export strategy has produced results

After four years with the export strategy the negative trend for Sweden's exports has been broken. The development of each of the export strategy's goal indicators is shown in the table on the right. The increases have gained support from a strong global economy and the development of the exchange rate of the Swedish krona. Exports of goods have increased by almost 30 per cent, and exports of services by around 20 per cent.

For the first time, there was also an increase in exports from all Swedish counties. Aggregate foreign direct investments in Sweden have increased by 15 per cent, and the number of foreign visitors has increased by more than 25 per cent. Talent attraction, measured in the form of the number of work permits for foreign specialist occupations, has increased by 65 per cent. Sweden holds second place in the OECD's list of coun-

tries' ability to attract talent. The share of exporting companies has been stable, while the number of Swedish companies participating in the global economy has increased. An effect study shows that small and medium-sized enterprises that have made use of Business Sweden's export promotion services have increased their exports, sales and staff more than other comparable companies.

The market shares of global exports of goods have decreased for many countries, while they have increased for Sweden in recent years. The increase in exports is very much due to strong investment conditions in Europe and increased demand for Swedish engineering products. Exports to the emerging markets in Asia have increased even more quickly. Sweden's exports to India and China have almost doubled in ten years.

China is now Sweden's eighth largest export market, and exports increased by 15 per cent in 2018.

Within the framework of Team Sweden, the Government has conducted an ongoing dialogue with Swedish business, government agencies, regions and the trade unions about the export strategy and its implementation. The impression is that the strategy and its measures have contributed to the positive development for Swedish exports and the internationalisation of the business sector. In the dialogue on the future of the export strategy consultations have been held with the same parties. The view most commonly expressed has been that measures have generally been positive and meaningful, but that a long-term approach is needed for future work.

Goals and indicators	Unit	Change	
		2018/2017	2018/2014
<b>Goal 1: "increase Sweden's exports, both in absolute figures and as a share of GDP"</b>			
Goods exports	Per cent (current prices)	10	28
Services exports incl. tourism	Per cent (current prices)	2	23
Exports as a share of GDP	Percentage points (constant prices)	0.7	1.8
<b>Goal 2: "increase Sweden's attractiveness to investments, skills and tourists"</b>			
Foreign direct investments in Sweden	Per cent	-1	15
Number of students entering Sweden	Per cent (academic year)	5	16
Number of work permits granted for highly qualified occupations	Per cent	17	65
Number of guest nights, foreign visitors	Per cent	7	26
<b>Goal 3: "increase the share of exporting companies"</b>			
Share of exporting companies	Percentage points	-0.4	-0.9
Number of exporting companies	Per cent	0.8	3.6
Number of "new" exporting companies	Number	6 254	
<b>Goal 4: "increase participation by Swedish companies in the global economy"</b>			
Number of companies with exports and/or imports	Per cent	3.3	15
Number of Swedish groups with subsidiaries abroad	Per cent (2017/2016)	-0.5	
Number of foreign-owned subsidiaries in Sweden	Per cent (2018/2017)	1.4	

■ Change equal to or greater than +1,0% ■ Change in the range +/- 1,0%

Source: Statistics Sweden, Swedish Agency for Growth Policy Analysis, Swedish Agency for Economic and Regional Growth, Swedish Migration Agency.



Almost 30 per cent of Sweden's foreign trade passes the Port of Gothenburg. The Port conducts environmental work that includes discounts for ships that have high environmental performance.

# The international context has changed

## New challenges for global trade

The international context has continued to change since Sweden's Export Strategy was presented four years ago. The market has continued to globalise, increasing international dependence. The importance of exports, and also of imports, for the Swedish economy can therefore be expected to continue to rise. Sub-suppliers increasingly process and refine products to make finished consumer products in global value chains. The 'servicification' of the economy is increasing in pace with the digitalisation and automation of industrial sectors. Many of the services also require that individuals move across borders to perform them.

Sweden's prosperity depends on free and open world trade, but the threats to free trade have become greater. Geopolitical interests are having an increasing impact on trade policy. Increased protectionism, growing trade conflicts between China and the US and lack of clarity about the UK's exit from the EU mean that companies are experiencing a higher political risk concerning foreign trade and cross-border investments. Large regional markets are competing for the role of global rule maker so as to shape the playing field. In the absence of international trade agreements, standards are used as a tool to give domestic companies competitive advantages internationally.

Even though the EU's single market is Sweden's home market, there are still unnecessary barriers to free movement of goods and services that hamper Sweden's and the EU's possibilities for growth. The fact is that the EU is losing market shares of world trade, and if the EU is to retain and enhance its international competitiveness, the single market must continue to adapt to new conditions and a changing world. A deepened and well-functioning single market is important to secure the EU's international competitiveness. The single market should therefore continue to be one of the Commission's main priorities. The EU should continue to have an open trade and investment policy in relation to the rest of the world. This means that the regulatory framework of the single market needs to be as globally adapted as possible. Regulatory frameworks and strategies for the single market should be coordinated more with the EU's external trade policy.

Global competition for the most attractive investments is tough. Digital developments create both challenges and opportunities. There is increased competition from new technologically advanced countries, especially in Asia. That is also where the major share of global economic growth is expected to take place. These countries have growing populations that are living ever longer and are demanding higher standards of living and better welfare services. The importance of

these markets for Swedish trade is expected to continue to increase.

## Sustainability and the 2030 Agenda

In December 2015 the countries of the world united around the Paris Agreement, a climate agreement that is binding on all countries. In 2018 the UN's Intergovernmental Panel on Climate Change reported that global emissions had not decreased, at the same time as a decrease of 45 per cent of global carbon dioxide emissions is required by 2030 so as to reach the goal of stopping the increase at 1.5 degrees. Trade can be used to decrease the global environmental impact, strengthen sustainable consumption and develop the circular economy.

Sweden will be a leading country in global work to realise the ambitious aims of the Paris Agreement. The Riksdag (Swedish Parliament) has, for instance, adopted a climate policy framework including a Climate Act laying down that by 2045 Sweden will not have any net emissions of greenhouse gases to the atmosphere. The Government also has the ambition that Sweden will be the world's first fossil-free welfare nation. Much work remains to be done to achieve the climate goals and the ambition of being fossil-free, but Sweden is at the forefront with, for instance, a high share of renewable fuels in its transport sector and innovative solutions for fossil-free agriculture and steel production. The transition to a circular and bio-based



Between 2015 and 2018 the number of electric cars in traffic in Sweden increased by about 250 per cent<sup>2</sup>.



Repairing clothing articles instead of throwing them out adds to their useful life. In January 2017 value added tax on minor repairs was reduced from 25 to 12 per cent.



In 2018 the OECD reported that the steady increase in women in the labour market explains 10–20 per cent of the growth of per capita GDP in the Nordic region in the past 40–50 years.

2) Vehicles (*Fordon*) 2018, Transport Analysis.

economy is needed to achieve the climate goals, at the same time as it can strengthen competitiveness and contribute to creating new jobs. The global transition in the direction of the Sustainable Development Goals (SDGs) requires the participation of the private sector. Swedish companies are already at the forefront of this work. Major investments will need to be made, creating new business opportunities for Swedish export companies.

At the UN Summit in September 2015 the world's heads of state and government adopted the 2030 Agenda with seventeen global Sustainable Development Goals. The seventeen global goals are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental dimensions. All actors in society need to contribute to reaching them. Sweden intends to be a leader in the implementation of the 2030 Agenda, which then also includes the question of how the innovation capacity, core activities and business models of Swedish business best can contribute. Swedish companies want to and are able to contribute to greater economic, social and environmental sustainability globally.

Trade, investment and economic growth have been crucial in lifting more than one billion people out of poverty since 1981. By contributing to global conditions for inclusive and sustainable economic growth, Sweden's development cooperation also contributes to better conditions for trade exchange. In Sweden's partner countries in development cooperation, synergies are created with other policy areas so as to build broader relations including trade.

Investments in sustainable infrastructure need to increase. The Government intends to appoint an electrification commission to accelerate work on electrification of heavy road transport and of the transport sector as a whole. Within the framework of sustainable innovations in the transport area, connected, shared, automated and electric-powered vehicles have export potential – as do products and services linked to electric road systems. Making use of the potential of digitalisation creates conditions for sustainable growth and good competitiveness. Sweden can contribute through an increased initiative for system exports, which also include business deals for consortia or clusters of Swedish sub-suppliers, consultants and innovative start-up and scale-up companies.

Sustainable production is a pre-condition for sustainable consumption and necessary to achieve the global climate goals. In this way the business sector can contribute both to the Paris Agreement and to national work on the environmental objectives and the global goals of the 2030 Agenda. Many Swedish consumers are increasingly demanding products that are safe from a health and environment perspective and have been manufactured by companies that demonstrate social responsibility and compliance with good labour law.

Sweden's almost wholly fossil-free electricity production makes it possible to produce products with a lower carbon dioxide footprint than their equivalents from countries with a more fossil-based energy mix. By exporting these products, Swedish companies contribute to the climate transition. To a great extent, Swedish companies also export products and services that, in themselves, contribute to lower emissions and greater

environmental benefit through, for instance, more resource-efficient production models and products under strict regulatory frameworks for both environment and health. By doing so, Swedish business contributes both to the Paris Agreement and to national work on the environmental objectives and the UN's 2030 Agenda.

Forests give us sustainable solutions to important issues for society. They stand for crucial climate-smart alternatives to reduce the use of fossil raw materials and create more jobs throughout the country. The demand for sustainable solutions from forests is expected to increase. The importance of exports of goods and services from forests and services for job creation throughout the country is considerable since several Swedish small and medium-sized enterprises have the potential to grow in emerging markets.

By driving the issue of sustainable procurement, Sweden can promote a lever for greater economic, social and environmental sustainability globally. The potential is great. The aggregate volume of global public procurements corresponds to 10–15 per cent of world GDP. Procurement processes with clear sustainability criteria would benefit Swedish companies since they often offer solutions that are environmentally sustainable and competitive from a life-cycle perspective.

Social development is an important part of the 2030 Agenda. The welfare services sector is a growing part of exports and amounts to more than SEK 100 billion annually. The potential is very substantial when large parts of the world are building up and expanding their welfare service systems.

# New initiatives

## Platform for international sustainable business

Sustainability is a cornerstone of Sweden's trade promotion. An enhanced platform for international sustainable business has been drawn up in parallel with the updating of the Trade and Investment Strategy. The starting point for the platform is trade promotion that is economically, socially and environmentally sustainable. The platform builds on the regulatory framework adopted, the previous communication to the Riksdag, the Action Plan for Business and Human Rights and the evaluation carried out by the Swedish Agency for Public Management. The Government has a clear expectation that Swedish companies will follow international guidelines that include due diligence, and also that exporting and importing companies manage risks related to human rights, working conditions, environment, climate and corruption. These are all important challenges in the 2030 Agenda.

The 2030 Agenda emphasises that the business sector also has a responsibility in relation to the climate challenge and that the business sector is a key to achieving the sustainability objectives. The climate issue acts as a catalyst for an extensive transition in society. In companies the concept of sustainability expands from previously being about a company's

own direct impact on the environment and human rights to also including the climate challenge. The platform for international sustainable business therefore provides an update of the intensive policy development work being done in sustainable business, including in the OECD, UN, EU, Global Compact, Global Reporting Initiative as well as the priorities being driven by the Government.

Sustainable business creates competitive advantages for Swedish business and contributes to finding solutions to the challenges the world is facing. Sustainable business also contributes to the image of Sweden abroad, which then lays the foundation for new business opportunities. Sustainable business is also a central part of the governance of state-owned enterprises.

A gender-equal trade policy Drawing on the whole of the resource base and the whole of the national labour force is crucial for sustainable economic growth in Sweden and for healthier competition. This is an area where the Nordic countries are pioneers. In 2018 the OECD reported that the steady increase in women in the labour market explains 10–20 per cent of the growth of per capita GDP in the Nordic region in the past 40–50 years. Almost three out of four women in the Nor-

dic region are gainfully employed, making the Nordic region the most gender-equal region in the world.

Gender equality and women's and girls' full enjoyment of human rights are a fundamental pillar of the implementation of the 2030 Agenda.

A trade policy that has just as positive an effect for women as for men is self-evident. Sweden is seen as a pioneer on account of its feminist policy and view of gender equality. That is why it is important that Sweden takes an active role in the WTO and in the EU's free trade agreements so that they have positive effects for women in the same way as for men.

In August 2019 the Government presented its feminist trade policy and the six focus areas in which this work will now be stepped up: trade agreements; international standards; the single market; promotion work; low-income countries and development cooperation; and statistics. In promoting Swedish companies' international business deals the Government will work to achieve as much gender-balanced representation in business delegations as possible and to ensure that Sweden is represented by both sexes at seminars and fairs and in other trade promotion contexts.



# Growth throughout the country



Growth throughout the country is a priority for the Government.

As globalisation increases, more and more people are being affected by the changes taking place around us. The consequences of international trade being hampered and limitations in the flow of goods, persons and capital are now affecting people and jobs throughout the country. At the same time, rapid technical development and digitalisation also creates possibilities for small businesses to internationalise and reach out on a global market. In investment decisions, companies often take account of access to skills and attractive environments for cross-border cooperation in the development of innovative solutions, which is an advantage for Sweden.

To create growth throughout Sweden, companies across the whole of the country need to export. A large share of the new jobs is created in small and medium-sized

enterprises throughout the country. So it is of crucial importance for the welfare system in Sweden that these companies grow and are internationalised. Regional export promotion plays an important role in supporting small and medium-sized enterprises in this development. The Government's ambition is to strengthen exports in all counties. More companies throughout the country should export and more leading-edge skills should be made visible internationally, where there is great demand for Swedish expertise and innovative solutions.

Some industries are of greater importance than others outside the metropolitan regions. This applies, for instance, to manufacturing, mining, forestry, the visitor industry and the agriculture and food industry. These industries are of particularly great importance for the provision of new jobs

throughout the country, especially in rural areas. The Government is therefore taking special measures for several of these industries that also include internationalisation. A strategy for the visitor industry is being elaborated. A strategy and action plans for Smart industry have been produced. A national forest programme is being implemented. The food strategy includes an initiative for food exports and also for gastronomy as a magnet for foreign visitors. Food export promotion is taking place under the "Try Swedish" brand and is supporting small and medium-sized enterprises in selected markets with particularly great potential. In trade policy the Government is working to ensure market access for Swedish companies and their products and services. One specific measure is to ensure product approvals in markets outside the EU with particularly great potential for food exports.

# An updated Trade and Investment Strategy for jobs throughout the country focusing on sustainability

In an increasingly global economy there are no hard and fast barriers between exports, imports, investments and cross-border movement of people. There will also be a continued need for an integrated strategic approach if export and investment promotion is to generate the greatest possible benefit for business and employment throughout the country. Against the background of the challenges and changes in the international context set out above, and after a dialogue with the business sector, the trade unions, the relevant government agencies and regional actors, Sweden's export strategy for the coming years is being updated with a focus on economic, social and environmental sustainability. The initiative will contribute to more growth and jobs throughout the country. The importance of foreign investments is highlighted more clearly. The strategy will contribute to the goal that Sweden will be a leader in the implementation of the 2030 Agenda, in line with the Government's Action Plan for 2018–2020.

The updated Trade and Investment Strategy continues to build on the strategy adopted in 2015. Account needs to be taken of changes in the international context, so there can be reason to strengthen, adapt or cease specific measures. Priorities need to be set to maximise the benefits of export promotion. The focus is therefore placed on supporting small and medium-sized enterprises and markets with high GDP, high expected growth or high thresholds for market entry.

The updated strategy will promote a more competitive and innovative business sector and make it easier for companies throughout the country to grow and reach out on global markets. It aims to contribute to more high-quality foreign investments throughout the country and to the Government's goal and policy of enabling sparsely populated areas, rural, and urban areas to develop. The growth and new jobs that arise as a result of Sweden's participation in the global economy must not be limited to the metropolitan regions. The whole of Sweden should export.

For Sweden, the EU and its single market is a home market receiving more than 70 per cent of exports and supplying more than 80 per cent of imports. The single market has opened up a number of opportunities for the Swedish economy and Swedish companies. The free movement of goods, services, capital and people has led to more jobs and stronger competitiveness in Sweden. The development of the EU's single market for goods and services has been crucial for Swedish companies as a platform for growth. For the Government it is therefore important that the single market continues to develop and deepen. The Government has therefore drafted priorities for the new legislative period 2019–2024.

In the coming decade the bulk of global growth is expected to be in emerging markets outside the EU. The global market will therefore be ever more important for

Swedish exports. A deepened and well-functioning single market in the EU offers a platform for Swedish companies' access to these markets, and also for the objective that Sweden will be best in the world at making use of the potential of digitalisation. Sweden will therefore continue to work to develop and strengthen the EU's single market and to ensure that EU trade policy contributes to the reduction of tariffs and removal of other barriers to trade and facilitates trade in services and the digital economy. EU rules need to be applied in the same way in all Member States as far as possible so as to enable Swedish companies to compete on equal terms.

The updated Trade and Investment Strategy is not the Government's sole response to the challenges impacting on Sweden's competitiveness, trade and work on the climate and sustainability. Several policy areas are addressing this. Infrastructure, research, education, skills provision, the conditions for entrepreneurship and innovation, access to housing, energy supply, environmental and climate adaptation are examples of areas of great importance for international competitiveness.

The image the rest of the world has of Sweden provides a basis for the promotion of our economic and trade-related interests. Sweden is seen as a modern, open, innovative and democratic country with a good standard of welfare provision. Swedish products are associated with high quality, innovation



and sustainable solutions from a life-cycle perspective. Our companies are generally viewed as reliable business partners and good employers. In recent years Sweden has been given ever increasing attention for dynamic start-up environments, and the large number of new tech companies that have become ‘unicorns’, achieving a value of at least USD 1 billion. Therefore the promotion of the internationalisation of Swedish business also includes promotion of the image of Sweden abroad based on the core values open, innovative, authentic and caring. The image of Sweden abroad is also created by higher education institutions, research institutes and cultural life in Sweden. They have great potential to contribute to strengthening Sweden’s brand while further increasing its global visibility.

Sweden has a strong brand; however, abroad the Nordic region is often better known, so a greater impact can be achieved if we act together with our Nordic neighbours. The whole of the Nordic region shares strong profile issues such as gender equality, the welfare state, the climate, the environment and technological excellence and innovativeness. Where there is added value, and a com-

mon interest, in Nordic action, we should also seek cooperation with our Nordic neighbours in promotion work.

Team Sweden remains a starting point in the updated Trade and Investment Strategy. For central government this means that the development of cooperation in the Government Offices in promotion work will continue and that all ministers, ministries and government agencies will contribute in their areas of responsibility. Stronger coordination leads to better resource utilisation and reduces the risk of duplication and parallel structures.

The promotion of the internationalisation of the business sector will continue to be borne by a team spirit in which everyone is pulling towards the same objectives. Team Sweden will therefore continue to be developed as a meeting place for coordination, exchanges of experience and concentration of resources between the Government, government agencies, the business sector and the trade union movement. The forms for this cooperation are under continuous development. The importance of regional cooperation for export promotion will be strengthened by linking it more closely to Team

Sweden. In the past few years more than twenty countries have been visited by Team Sweden delegations consisting of companies and government agencies, led by the Prime Minister, the Minister for Trade or the Minister for Business, Industry and Innovation. These delegation visits are continuing and are focusing on countries, regions or cities with which Sweden is building long-term relations and are promoting concrete business interests for Swedish companies.

The public funds spent on the internationalisation of Swedish business will be used in a cost-efficient way where they do most good. This will be guided by the needs of companies. Effect evaluations will be made regularly and measures will be adapted when required. State-funded export promotion measures will be monitored and analysed. The experience of the business sector will be taken into account in this work. The State aid rules will be respected. State measures will aim to correct market failures concerning e.g. barriers to trade, export skills, knowledge about export and investment markets, system solutions, export finance and opening doors for customers, agents and decision-making. Duplication will be avoided and coordination improved.

# Five strategic goals

To meet the new international challenges that both influence the conditions for global trade and create opportunities for internationalisation of Swedish business, five strategic goals have been formulated to guide the updated Trade and Investment Strategy:

-  1 Increase Sweden's exports, both in absolute figures and as a share of GDP
-  2 Ensure that more small and medium-sized enterprises export
-  3 Ensure that Sweden is a driving force for free, sustainable and fair international trade
-  4 Use Sweden's innovation leadership to enhance the export capabilities and international competitiveness of Swedish business
-  5 Increase Sweden's attractiveness to foreign investments, skills, talent and visitors

The ongoing measures launched in the export strategy in 2015 have been reviewed and supplemented with new or strengthened measures so as to contribute to the strategic aims. The importance of taking a long-term view in dif-

ferent initiatives and the benefit for the business sector have been guiding criteria. Others have been that the measures are monitorable and that their effects can be evaluated. The implementation of the measures will contribute to the

fulfilment of the Paris Agreement and the global goals of the 2030 Agenda. To make clear how the measures in the strategy are linked to the global goals, they are specified under each goal.

# 1

## Increase Sweden's exports, both in absolute figures and as a share of GDP

Sweden's prosperity is dependent on our exports. Exports have an important role to play in enabling people to live and work in all parts of the country and in exchanges of goods and services. Swedish companies want to be involved in the transition to a sustainable society, and exports of goods and services give Sweden a unique opportunity to contribute to the development of welfare services and reduce the global environmental impact through products and services that generate lower emissions in both production and use. Many countries are not as well-placed as Sweden in terms of their economic situation and natural resources to move equally rapidly towards a lower environmental impact, but support can be given to an important shift.

In aggregate, exports of goods and services account for about

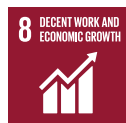
47 per cent of Sweden's GDP. It is still the case that 70 per cent of exports go to the EU's single market, while emerging markets, in Asia in particular, are going to account for the bulk of growth in the future. To be able to increase exports, it is therefore important that Swedish companies also export more to countries outside Europe. Trade is driven by the business sector, but the State can have a role in supporting and complementing the market. This applies, for instance, to demand for sustainable Swedish system solutions, where products and services from the private sector are reliant on a framework set by public actors and regulations steering in the direction of greater sustainability.

In the years after the financial crisis, exports grew more slowly than GDP, while

exports had traditionally been a driver of growth. A large share of exports take place within global business groups that sell vehicles, machinery and other capital and input goods. They have small and medium-sized enterprises as sub-suppliers in all parts of Sweden. The engineering industry dominates exports, but the forest industry gives the largest net surplus in foreign trade.

The public sector in Sweden accounts for a large share of GDP. It is important that government agencies, regions and municipalities are also able to contribute to export promotion. This is something that companies want to see and that the public sector has shown interest in, if the conditions are right.

Measures under this goal contribute to the following global goals in particular:





Robots are part of assembly processes at Volvo Cars' engine factory in Skövde. By changing over to renewable heat the manufacturing plant became climate-neutral in 2018.



The "Dome of visions" was opened in 2018 at Lindholmen in Gothenburg. One function of the dome-shaped building is as a meeting point for conversations about sustainability.

## Measures

■ The joint cooperation structure “Team Sweden” that is intended to support the internationalisation of Swedish business will be developed further. The participation of regional actors in Team Sweden work is welcomed. The dialogue with Swedish business about priorities in promotion and the design of specific measures will be deepened.

---

■ Efforts towards capturing major strategic business opportunities will be further enhanced. Following the 2015 export strategy, focused work was launched within Team Sweden aimed at winning selected procurements of particular importance for Swedish exports, especially in emerging markets. Most concern infrastructure projects where Swedish solutions contribute to increasing the economic, social and environmental sustainability of the investments.

---

■ Initiatives to export innovative and sustainable products and solutions will continue to increase. Particular focus will be placed on promoting investments in and exports of sustainable Swedish solutions as well as on capturing major strategic business opportunities in line with themes relevant to the Government’s innovation partnership programmes. Implementing the Government’s innovation partnership programmes will strengthen companies’ competitiveness in the priority areas, thus strengthening their ability to win major strategic business deals.

■ The Government considers that Sweden should push to ensure that the international and European regulatory frameworks for e.g. export credits and other public financing of trade contribute to sustainability and the fulfilment of the Paris Agreement. In addition to contributing to lower emissions, exports of green and climate-smart technology can also contribute to strengthening Swedish competitiveness. The Government intends to commission the Swedish Export Credit Agency (EKN) to review, in consultation with the Swedish Export Credit Corporation (SEK), how the Swedish and international system for export financing ought to contribute to a clear transition and strong decrease in emissions of greenhouse gases. The report from the commission is to describe how the proposals affect the competitiveness of Swedish companies, the risk of carbon dioxide leakage and the long-term impact on global emissions. These activities and the provision of credit are to be adapted to bring them into line with the Paris Agreement and to avoid carbon lock-in. One way in which this will be done is to end, by 2022, Swedish export credits for investments for fossil fuel prospecting and extraction. Swedish export credits will be made more transparent.

---

■ More foreign Engineering, Procurement and Construction (EPC) contractors for large infrastructure projects shall be encouraged to select Swedish sub-suppli-

ers. Many Swedish companies sell solutions that contribute to smart cities, for instance, which provides a great potential for sustainable solutions despite the rapid urbanisation in emerging economies. There are a few Swedish EPC contractors that offer integrated package solutions, but more are needed. An initiative will therefore be taken in relation to international EPC contractors in order to position competitive Swedish offers.

---

■ The possibilities to finance technical feasibility studies and other project-facilitating measures will be strengthened in order to make more sustainable infrastructure projects ready for financing.

---

■ Technical skills, education and training programmes and Swedish system knowledge are in high demand in connection with investments in sustainable projects in developing countries. The possibilities to offer customers or other relevant actors capacity-building in connection with sustainable and quality-assured infrastructure projects are being examined.

---

■ The Government’s vision is that all procurement generated by Swedish official development assistance (ODA) will normally contain sustainability requirements by 2030. Sweden will also press for the introduction of stronger sustainability requirements in procurements in international organisations with Swedish financing. This includes both intensified

work to ensure a supporting multi-lateral regulatory framework and capacity-building in our partner countries. Applying sustainability from a life-cycle perspective benefits buyers and, in the long term, sustainable global development, and is something that the Swedish resource base can deliver.

---

■ Swedish companies wanting to establish in new markets or compete for major contracts will be given support on the ground to a greater extent. The Swedish presence in emerging markets will be increased by reinforcing personnel at selected embassies.

---

■ The capacity to receive incoming visits to Sweden by foreign ministers and business delegations will be reinforced. These visits are a matter for all ministers and have at least as much potential for promoting Swedish business interests as outgoing business delegations. The visits enable Sweden to be presented as a leading innovation country with Swedish sustainable solutions and investment opportunities throughout the country. The

collaboration between national and regional promotion work will be strengthened.

---

■ The project in Sweden's Export Strategy to make a transition from relationships characterised by development cooperation to a trading relationship will be broadened from the five original pilot countries and shift to an approach that covers all countries listed by OECD/DAC as developing countries. Identifying synergies between development cooperation, promotion and trade will be made a key priority for the relevant embassies.

---

■ Promotion in relation to procurements financed through the UN, World Bank and other international organisations will continue. The participation of Swedish companies in these procurements is to increase.

---

■ Support to standardisation organisations will continue. Standards facilitate trade by reducing information and adaptation costs for companies and increasing the

predictability of trade. The support will focus more on standardisation projects that benefit women's enterprise and economic empowerment.

---

■ As a follow-up of Sweden's participation in the Hanover Fair as a partner country in 2019, a special initiative will be taken to also enable participation in 2020. This is the largest industrial fair in the world and an important platform for both Sweden and the Swedish business sector.

---

■ The Swedish Pavilion at the Expo 2020 world exhibition in Dubai in 2020–21 will be used to present Swedish sustainable social solutions and products in collaboration with the business sector.



# 2

## Ensure that more small and medium-sized enterprises export

A large share of the new jobs is created in small and medium-sized enterprises throughout the country. So it is of crucial importance for welfare service provision in Sweden that these companies grow internationally. The development of global value chains makes it even more important for small businesses to be part of the global economy. Taking the step out onto the international market can entail costs and risks for a single company. State export promotion has a role in supporting these companies irrespective of their location in the country and the industry they operate in. Workforce diversity is important for the internationalisation of Swedish companies. Many foreign-born business owners have networks, contacts and knowledge in their countries of origin. They are a resource

for export efforts and should be used.

Digitalisation in forms that include e-commerce, electronic payments and e-administration solutions opens up new possibilities for small businesses with the right product to sell on a global market. This support is needed in an early phase of the development and business development process so that they are able to become established as exporters in the long term. A first deal is often important as a reference for further deals.

Regional export promotion is particularly important for small and medium-sized enterprises throughout the country. Where a company is located ought not to be decisive for its government support. Increasing cooperation between actors in

regional export collaboration will make it possible to be better at meeting the internationalisation needs of small businesses.

The small and medium-sized enterprises that are often called "start-ups" or "born globals" as they address an international market from Day 1 have contributed to Sweden attracting attention as a particularly innovative country. The entrepreneurial spirit that has built small global businesses, and that contributes to sustainable solutions to social challenges, is now also attracting entrepreneurs from the whole of the world to establish businesses in Sweden. To continue to safeguard Sweden's international competitiveness, Swedish companies need good conditions to attract and retain sought-after international skills.

Measures under this goal contribute to the following global goals in particular:



## Measures

■ The initiative for regional export centres will be developed. The collaborating state actors will be commissioned to produce common offers to small and medium-sized enterprises, and to set goals for the extent to which they succeed in helping companies in their county to develop their exports. Regional and local actors will be invited to participate on a voluntary basis. Regional export centres have been established in all counties. Up to now the focus has been on establishing collaboration that makes it easier for small and medium-sized enterprises to find the right actor with their questions and problems, both in direct contacts and digitally.

■ The national agency coordinating regional export centres should start a dialogue with local and regional actors about developing strategic work at regional level.

■ Communication will be targeted at small and medium-sized enterprises about new free trade agreements and other trade policy changes that may affect their export opportunities.

■ Initiatives are continuing to support the preparations of small and medium-sized enterprises for internationalisation, on condition that the company applying provides co-financing.

■ A special initiative for start-up and scale-up companies with climate and environment-friendly solutions ("cleantech" and "sustaintech") will be carried out in collaboration with incubators and science parks.

■ Measures will be taken to broaden participation in business delegations, including Team Sweden delegations, to more small and medium-sized enterprises in more industries and to start-up and scale-up companies.

■ A strategic plan will be produced in dialogue with Swedish business for which major international business fairs Sweden will prioritise for a joint presence in Team Sweden.

■ The initiatives for greater Swedish food exports will continue. Food companies are often small or medium-sized enterprises and are spread throughout the country. Sweden is known for safe and healthy food products with a low climate footprint. Food exports strengthen the potential for Swedish agriculture, which in turn strengthens rural areas in particular.

■ A review will be made of the possibility of strengthening the Swedish presence on the west coast of North America in order to, in particular, broaden and deepen platforms for interaction concerning IT, AI and future technologies and to support Swedish small and medium-sized enterprises with contacts in areas including the IT industry and cultural and creative industries such as computer games, film and music.

# 3

## Ensure that Sweden is a driving force for free, sustainable and fair international trade

Globalisation has enabled world trade to double since 1990. Around one billion people have been lifted out of extreme poverty in the course of a few decades. International trade has played an important role in this development. For Sweden, globalisation has contributed to growth and jobs, and our prosperity depends on our companies' possibilities of trading in the EU and globally.

The EU is an important market for Sweden and has a direct and major impact on Sweden's international competitiveness. Work on strengthening trade in the EU's single market needs to constantly be developed and adapted to new conditions at the same time as existing regulatory frameworks must also be complied with. Studies show that there are considerable effi-

ciency gains, corresponding to EUR 600 billion, to be made if single market rules are maintained and enforced better in practice.

The importance of trade for the implementation of the 2030 Agenda, the global goals and the Paris Agreement is becoming increasingly apparent. In addition to contributing to economic development, trade can, for example, contribute to making environmentally smart and fossil-free technology more accessible and to improving global health by lifting trade barriers for medicines, for instance. It is important that trade policy makes an even greater contribution to a positive development of emissions, at both national and international level, not least by promoting the dissemination

of emission-reducing technology and services so as to reach the emission targets in the Paris Agreement and the Sustainable Development Goals. In WTO negotiations Sweden intends to be advocating for the general abolition of tariffs and barriers to trade, including for climate-friendly goods, services and technology, so that they can contribute to increasing the pace of the climate transition.

Historically, trade and open markets have gone hand in hand with better economic development, which has created new possibilities for employees, consumers and companies and has contributed to lifting millions of people out of poverty. Relatively open economies grow faster than relatively closed ones. In

Measures under this goal contribute to the following global goals in particular:



general, pay and working conditions are better in companies that participate in world trade than in those that do not. At the same time, the advantages of free trade and free movement are increasingly being called into question. US trade policy, the UK's expected exit from the EU and China's growing role are affecting Swedish companies' trade and the regulatory framework for multilateral trade. Trade conflicts have

increased around the world and the functioning of the system of multilateral trade is under pressure. To make continued strong foreign trade possible, with positive effects on the economy as a whole, the Government is working for open and free international trade and is promoting the use and development of international standards in line with the Paris Agreement and the 2030 Agenda. This goes hand in hand

with responsible globalisation that takes account of the environment, the climate, social security, decent working conditions, and human and animal health. Sweden will have a close dialogue with the business sector in trade policy issues and encourage concrete initiatives in WTO negotiation work. A feminist trade policy means a policy that serves women and men equally well.

## Measures

■ In order to strengthen the EU's global competitiveness and trade cooperation in the EU, the Government wants the single market to be a main priority in the coming years. The Government has drafted priorities for the single market.

■ Sweden will take an active role to strengthen and modernise the WTO by, for example, presenting analyses and policy proposals in collaboration with like-minded countries. Rules-based, free and fair multilateral trade is important to Sweden as a trade-dependent country. The WTO is the foremost forum for work towards such a system – but for the WTO to be relevant in a changing world, it is important that the organisation is reformed and modernised.

■ Sweden will work for an ambitious outcome of the WTO negotiations on e-commerce. The same applies to the EU's free trade agreements. Global rules for e-commerce increase predictability and make it easier for companies and consumers to benefit from the possibilities offered by digital

commerce. These rules also create better conditions for companies in developing countries to participate in global value chains.

■ The OECD will be safeguarded and the Government will therefore elaborate a strategy for OECD work. Analyses from the OECD are of high relevance for the development of Swedish policies, and the organisation manages and develops important standards and initiatives. The Government is taking a new unified and strategic approach to OECD work in order to address new challenges within the organisation such as expansion, forms of governance and budgetary restraint as well as digitalisation and the need for cross-sectoral and multilateral solutions.

■ The importance of trade for the implementation of the 2030 Agenda and the Paris Agreement is becoming increasingly apparent. Work is being started to highlight the sustainability dimension as a starting point for new free trade negotiations. Sweden will work for additional deep and broad free

trade agreements between the EU and third parties that take account of the environment and sustainability, including the Paris Agreement. Sweden will act to obtain the best possible conditions for climate-smart Swedish solutions in other markets.

■ Sweden will, within the EU and OECD and other contexts, highlight how international and European regulatory frameworks for e.g. export credits and other public financing of trade should contribute to achieving the global Sustainable Development Goals and the fulfilment of the Paris Agreement. Common rules result in predictable and equitable conditions for export companies in all participating countries.

■ The Government is continuing to work for priority for Swedish interests in negotiations about the UK's exit from the EU and for the maintenance of the close trading relationship with the UK. The country is one of Sweden's most important trading partners.

# 4

## Use Sweden's innovation leadership to enhance the export capabilities and international competitiveness of Swedish business

We live in a period of major social challenges and are in need of a rapid transition to a more sustainable and inclusive welfare state. In this context, Sweden needs to use its position as a major force for innovation to attract cooperation and investment. This will strengthen Sweden's competitiveness and the capacity of Swedish exporting business to grow in new markets.

Today's production is increasingly taking place in global value chains. The trend is towards global specialisation, with ever higher knowledge content in goods, services and manufacturing. If Swedish companies are to be able to maintain their position and climb up the global value

chains, cooperation will be required with internationally leading research and innovation environments along with a capacity to attract international leading-edge skills and investments. Sustainable solutions can be developed through international innovation cooperation and contribute to fulfilling the 2030 Agenda and the global goals at the same time as market access is facilitated for Swedish companies.

Used in the right way, Sweden's strong brand as a prominent innovation country will provide great possibilities of developing strategically important relations and innovation cooperation between companies, research institutes and higher education insti-

tutions in important markets abroad. This will create favourable conditions for Sweden to retain its internationally competitive innovativeness and production. In order to strengthen and develop strategic international cooperation in important markets Sweden has therefore agreed bilateral innovation partnerships with strategically important countries such as France, India and Germany. There is already a pre-existing strategic partnership with Brazil.

The Government has put in place innovation and research offices at the Swedish embassies in Brazil, India, Japan, China, South Korea and the US. These activities are intended to strengthen Sweden

Measures under this goal contribute to the following global goals in particular:



as an attractive knowledge and innovation nation so as to attract investment, skills and cooperation. The offices will conduct long-term, strategic promotion of research, innovation and higher education, and contribute to strengthening global ties to international environments that are important to Sweden.

The Government's innovation partnership programmes are intended to foster cohesive action so as to strengthen Sweden's competitiveness and role in global innovation, and to respond to societal challenges through collaboration between the business sector, the academic world and the public sector. The themes

of the innovation partnership programmes for the mandate period 2019–2022 are: the digital structural transformation in the business sector; health and life sciences; the climate transition in the business sector; and skills provision and lifelong learning.

## Measures

■ The Government's innovation partnership programmes will be given an international dimension. The purpose is to facilitate international innovation cooperation in relevant markets that provide long-term support for Swedish companies' market access, strengthen the position of these companies in global value chains and increase Sweden's attractiveness for investments and excellence.

■ Collaboration on and marketing of internationally competitive testbeds and large-scale research facilities like the ESS and MAX IV in Lund are continuing within the framework of investment and Sweden promotion.

■ As part of the Government's coming life sciences strategy Sweden will be positioned and marketed as a first choice for global actors regarding establishment, investment and cooperation on research and innovation in the life sciences sector, including the area of precision medicine.

■ To ensure that Sweden's innovation leadership will remain strong, knowledge and management of intangible assets will be integrated in trade-promotion measures.

# 5

## Increase Sweden's attractiveness to foreign investments, skills, talent and visitors

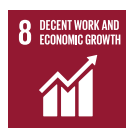
Half of Sweden's exports come from foreign-owned companies that have invested in Sweden, and almost half of the private investments in research and development are made by foreign-owned companies. Sweden's attractiveness to advanced production using innovative methods is increasing with growing digitalisation, regionalisation of global value chains and rising customer requirements for sustainability. Universities and other higher education institutions play an important role, not least for increasing the recruitment of foreign researchers, especially young researchers early in their careers, to Sweden. The Investment Promotion Inquiry<sup>3</sup> highlights the growing importance of foreign investments for growth and jobs in

Sweden. The Inquiry has presented a number of proposals intended to strengthen investment promotion and increase Sweden's attractiveness to foreign investments. A close interplay is needed between actors at national, regional and local level in contacts with foreign investors. There is great potential to do more to promote the expansion of high-quality operations already located in Sweden, especially strategically important companies in rural and sparsely populated areas.

Globalisation and digitalisation have changed the conditions for company growth and have enabled both small and large companies to address the global market. At present, one of the greatest obstacles to making use of this oppor-

tunity and ensuring that job growth takes place in Sweden is access to the right skills. The cultural capital of international employees has also become crucial for business deals. This has contributed to a global labour market in which people with skills that are in demand can choose where they want to live, work and continue their professional development, which has increased competition for the most sought-after skills. Sweden is an attractive country to live and work in, but needs to market itself better and improve the conditions for rapid and inclusive establishment. The risk of expulsion on account of insignificant errors by an employer should be reduced to enable Sweden to attract and retain international skills.

Measures under this goal contribute to the following global goals in particular:



3) Effective investment promotion for the whole of Sweden [*Effektivt investeringsfrämjande för hela Sverige*] (SOU 2019:21) and the interim report Better communication for more investments [*Bättre kommunikation för fler investeringar*] (SOU 2018:56)



Swedish nature tourism with unique accommodation concepts attracts tourists from all over the world.



The export value of tourism is growing. International travel is increasing steadily. According to UNWTO, the UN's tourism body, the tourism industry is the third largest export industry in the world, and global tourism is expected to grow steadily. The number of foreign overnight stays in Sweden has increased by 26 per cent since 2014. In 2018 consumption by foreign tourists totalled SEK 144 billion. The export value of tourism has increased by 255 per cent since 2000. As a share of total exports, tourism has increased in the past five years from 4.9 per cent (2013) to 6.4 per cent (2018). The inter-

national market for the Swedish visitor industry therefore has great potential and contributes to creating growth and jobs throughout the country.

For sustainable growth, foreign tourists should discover the whole of Sweden, consume and travel in a sustainable way, stay longer and discover more during their stay. Sweden's continued strong sustainability profile can provide important competitive advantages. The offer from north to south includes contemporary culture and cultural heritage, unique nature and big city life, both new and traditional events that contrib-

ute to the overall image of Sweden and attract important target groups.

What is needed for tourism and the visitor industry in Sweden to continue to develop and grow is the qualitative development of new and existing destinations, on the one hand, and the reinforcement of marketing measures, on the other. The Government's coming strategy for sustainable tourism and a growing visitor industry in 2020–2030 will be a platform for initiatives to make use of the potential of the visitor industry.

## Measures

■ The promotion of foreign investments will focus on investments with particularly high potential and quality to bring new jobs, capital, knowledge or new markets to the whole of the country. The marketing of Sweden as a modern economy, an attractive country for investments and as a place where professionals with particularly sought-after skills can work will be strengthened through branding with a greater focus on innovation and sustainability.

■ Investment promotion activities at regional level will be highlighted in the coming strategy for regional growth.

■ A systematic follow up will be conducted of companies that have made investments in Sweden in order to promote follow-on investments. The focus will be on companies that are particularly important as employers or innovation partners in the county concerned and that will be selected in cooperation with regional actors. Such follow-up will give a picture

of what problems may have arisen after establishment. Using this analysis will improve investment promotion for the future. These measures draw on work in the Smart Industry strategy.

■ An accelerator programme initiative will be carried out in order to attract foreign talents and entrepreneurs in international start-up and scale-up companies to Sweden on the basis of clearer international marketing of Sweden as a knowledge and start-up nation.

## Measures

■ More use will be made of Team Sweden delegations for meetings with foreign companies that have invested or shown interest in investing in Sweden.

---

■ Embassies and consulates-general in selected countries will be involved more actively in investment promotion.

---

■ An examination will be made of the possibilities of setting up a common support function for international professionals in collaboration with selected municipalities. The purpose is to provide assistance with practical matters concerning getting established in Sweden following a model from other Nordic countries.

■ Sweden has a general system for labour immigration that does not distinguish between individuals with high and low qualifications in the permit process. In certain sectors there is a growing need for professionals with special skills. Initiatives will therefore be taken to promote Sweden's attractiveness among foreign professionals with cutting edge skills by, for instance, investigating the introduction of a special residence permit for highly qualified individuals who want to apply for a job or start a business.

■ The construction of a brand for Swedish design and other cultural and creative industries ("Swedish Design Moves") will be broadened to more industries and given a greater focus on sustainable materials.

---

■ The development of Swedish destinations and the marketing of Sweden as an attractive tourist nation abroad will be given priority; this will include nature tourism. Support for tourism and visitor industry companies will be developed within the framework of regional export collaboration.

Production: Springtime-Intellecta  
Photo: Carina Winelid (Cover)  
Kristian Pohl (p. 1)  
Per Pixel Petersson/imagebank.sweden.se (p. 2-3)  
Patricia Mellin/Business Sweden (p. 4)  
Jonas Wömpner/Business Sweden (p. 4)  
Per Pixel Petersson/imagebank.sweden.se (p. 4)  
Asaf Kliger/imagebank.sweden.se (p. 7)  
Simon Paulin/imagebank.sweden.se (p. 12)  
Tina Stafrén/imagebank.sweden.se (p. 12)  
Sofia Sabel/imagebank.sweden.se (p. 12)  
Adam Ihse/TT (p. 20)  
Shutterstock/TT (Inside cover, p. 10, 19, 20, 23, 25, 27, 29 and 30)

**Government Offices of Sweden**

Switchboard: +46 8 405 10 00

Street address: Mäster Samuelsgatan 70  
Stockholm