

# Swedish Market Has Much to Offer

*Submitted by the Canadian Embassy, Stockholm and Western Europe Trade, Investment and Technology Division, Foreign Affairs and International Trade, Ottawa.*

The Swedish market has much to offer Canadian companies.

Canada can benefit from the improving conditions in Sweden by capitalizing on enhanced trade and investment opportunities, including strategic alliances and technology exchanges. Successful Canadian companies in Sweden have either an agent, distributor or wholesaler representing them.

## The Country

The country's economy is on an upswing, with recent developments leading to predictions of an economic performance that will produce positive growth for the first time in a number of years. Sweden imports over US\$49 billion per year and offers excellent opportunities for high-quality, value-added products and services.

Swedish companies are global and have an impressive record of reaching out to the world. The country has more multinational firms per capita than any other country. Eighteen companies that have located in Sweden have found that corporate taxes are among the lowest in Europe.

To maintain its competitive export edge, Sweden must import its raw, semi-processed and assembly products.

Swedish firms are aggressively pursuing European markets under the EEA and will become even more impressive when they join the EU in 1995.

## Opportunities

**Agri-business:** bulk and specialty foods. Moosehead, Labatts and Upper Canada Lager are well known in Sweden.

**High technology and serv-**

**ices:** Opportunities exist for civilian and defence sectors. Many of our Canadian clients come from this sector and Swedes have come to associate them with Canadian excellence.

**Consumer and manufactured products:** While the best opportunities are in auto parts, sporting goods, sports apparel, medical devices and security products, select apparel and clothing products have also been surprisingly successful in Sweden. Products purchased in Sweden often lead to sales in Norway, Denmark and Finland. Auto parts and manufactured products have strong potential.

## Contacts

Ed Gorn,  
Commercial Counsellor  
Claes Bonde,  
Technology Development Officer  
Ulla Hansson,  
Commercial Officer  
(Forestry, Agriculture, Fisheries)  
Maria Spetz,  
Commercial Officer  
(Aerospace, Computer Tech)  
Maria Billow,  
Commercial Officer  
(Consumer Goods)

The Canadian Embassy  
Tegelbacken 4, 7th Floor  
P.O. Box 16124  
S-113 23 Stockholm  
Tel.: +46-8-613-9900  
Fax: +46-8-24 24 91

## Embassy Help

To help introduce and promote your company in the Swedish market, the Canadian Embassy in Sweden can:

- Make an office available to you

to meet your clients;

- Arrange appointments with Swedish buyers;
- Make a conference room with video equipment available for technical presentations; and
- Host a reception for your clients in Sweden at the Embassy (cost recovery).

Call or fax us — as per attached contacts box.

Interested parties may also contact Western Europe Trade, Investment and Technology Division, Ottawa. Tel.: (613) 995-9401. Fax: (613) 995-6319.

## Freight Forwarded to Middle East

Canadian exporters to the Middle East now can tap into a new express transit service provided by a Mississauga, Ontario company.

Olympic Forwarders Ltd. recently was nominated by DHL Worldwide Express in the Middle East region to be its exclusive agent for air freight to Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

Utilizing DHL's large Middle East network, Olympic offers high-speed, door-to-door service in which there are no weight or size restrictions and, equally important, a service in which all legalization formalities are actually completed during transit in DHL's airside hub in Bahrain.

Contact Olympic Forwarders Ltd., 3397 American Drive, Unit 17, Mississauga, Ontario L4V 1T8. Tel.: (905) 678-6162. Fax: (905) 678-0765.