

The only trade journal worth advertising in is:

Tidskriften Nord Emballage
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S-162 11 Vallingby
Sweden

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Detailed market research, at a price, is available through packForsk Konsult, the consulting arm of the Packaging Research Institute (Box 9, S-164 93 Kista, Sweden, tel: +46-8-752 57 00, fax: +46-8-751 38 89).

Financial Practices

Companies usually prefer cash against documents. However, it is always advisable to begin a relationship with letters of credit until sufficient confidence is built up to allow better terms.

Standards

Metric system.

Import Regime

Import duties vary from 3.8% to 5.3% (see "Recent Imports/Exports"), EC and EFTA exporters enjoy tariff-free access to the market.

Protection of Technology

Application for a patent should be filed with the National Patent and Registration Office, Box 5055, S-102 42 Stockholm, Sweden. Patents are protected for a period of 17 years. New industrial designs and models for products of the manufacturing industry can be registered with the above office. The protection granted is valid for a period of five years and can be renewed for a further five-year period.

Language Requirements

English is spoken widely.

Language for Promotional Materials

It is not a major advantage to have promotional material available in the local language.

Canadian Government Initiatives and Trade Shows

The principal trade fair is ScanPack, held every three years in Gothenburg, next between October 22nd and 26th, 1991 (all exhibit space is already fully booked but ScanPack is well worth visiting by prospective entrants to this market). ScanPack is sponsored by the four Nordic packaging associations and agents from all four countries exhibit there. The majority of exhibitors are, however, Swedes. Smaller regional fairs are generally held other years in Stockholm, Malmo, etc. Many Swedish agents and buyers also visit Interpack in Dusseldorf.