

agent has contributed to the closing of the sales. If the amount of the supplementary commission cannot be determined, the agent is entitled to a commission corresponding to the amount received during a normal three-month period based on the average monthly commission during the last year. This stipulation exists only if the agency agreement has been in place for at least one year and if notice for termination has not been given within a six-month period prior to expiry of the agreement.

The agent is also entitled to compensation for any investments made to meet the requirements specified under the agreement provided such investments will become useless for the agent after the termination of the agreement. If the principal terminates the agreement because of a serious breach of contract, the agent forfeits his rights to be reimbursed for his investments.

Advertising

Advertising and promotion in Sweden is principally through the printed media. Sweden has a large number of daily and weekly newspapers, as well as, general, trade and technical magazines. Nine dailies are published in the metropolitan regions of Stockholm, Göteborg and Malmö along with 100 provincial newspapers printed four to six days per week and 87 newspapers one to three days a week. There are 48 popular and some 300 business, trade and technical magazines. Sweden leads the world in the publication of daily newspapers with a total circulation of 4,886 million; some 146 copies per 100 households a day.

All broadcasting in Sweden is operated by the government without advertising. However, movie theatres run about 10 minutes of television style commercials prior to the feature presentation.

Direct mail is very popular in Sweden.

It is advisable to use a Swedish advertising agency in order to ensure that ads are adapted to Swedish tastes. Direct translations, in general, do not always work.

Banking

The banking system in Sweden is similar to the one in Canada.