(112)

Swedish Chambers

TRADE PROMOTION PROGRAMME
OF THE SWEDISH CHAMBERS

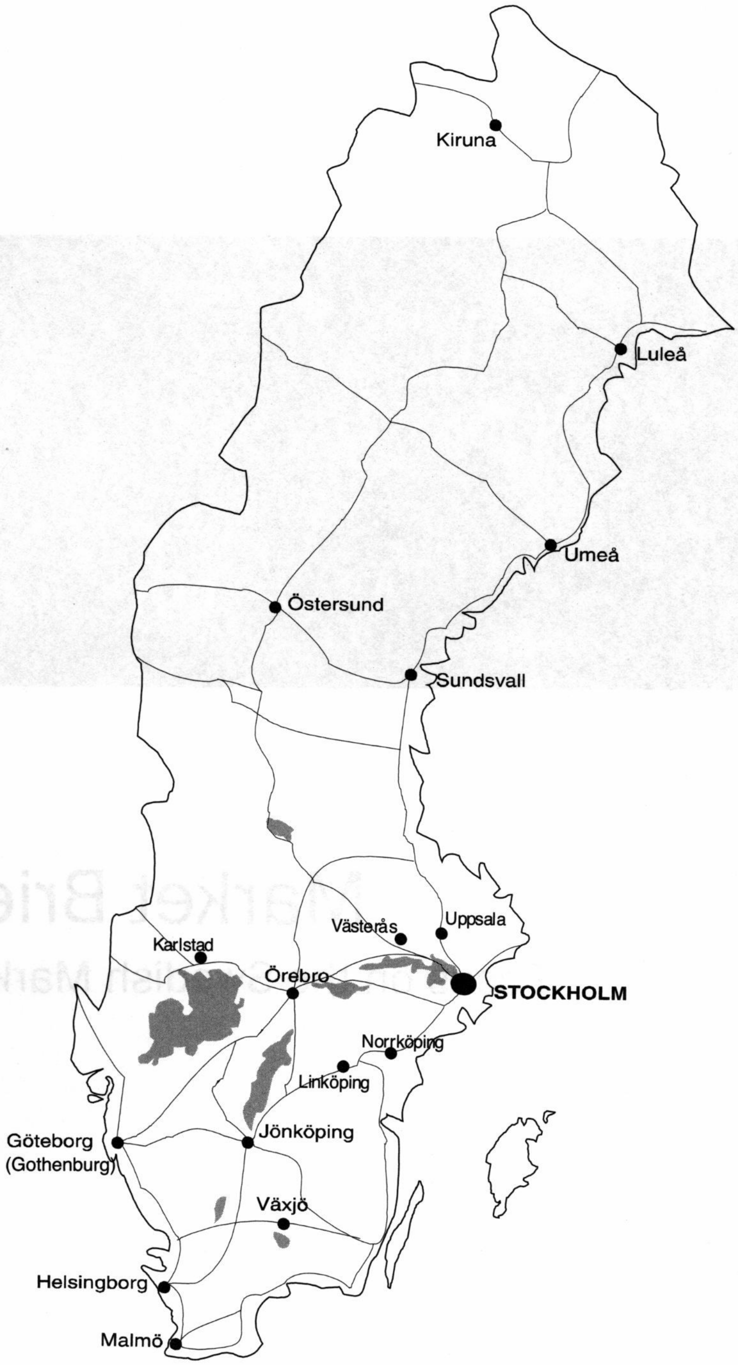
Market Brief

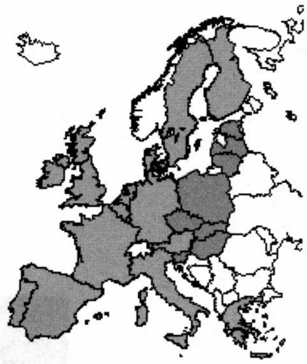
Focus on the Swedish Market

Parquet Flooring

March 2006

Map of Sweden





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The EES/EEA area:
EU-countries, Iceland, Liechtenstein and Norway.

EFTA:
Iceland, Liechtenstein, Norway and Switzerland.

Facts about Sweden

Area: 449,964 sq.km
Population: 9.1million

Capital: Stockholm.
Stockholm city 766.800 inh.
Greater Stockholm 1.9 mil. inh.

Business language:
Swedish, English

Religion:
Lutheran

Other Larger Cities:
Gothenburg 482,000 inh.
Malmö 269,900 inh.
Uppsala 182,100 inh.
Linköping 136,700 inh.
Västerås 131,500 inh.
Örebro 127,100 inh.
Norrköping 124,500 inh.

Form of Government:
Constitutional monarchy, parliamentary democracy

Some Distances:
Stockholm-Malmö 640 km
Stockholm-Gothenburg 490 km
Stockholm-Sundsvall 400 km
Stockholm-Kiruna 1310 km

Currency:
1 krona (SEK) = 100 öre

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Published by: The Chamber of Commerce of East Sweden
March 2006

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This document has been financed by the Swedish Chambers and the Swedish International Development Corporation Agency, Sida. Sida does not necessarily share the views expressed in this material. Responsibility for its contents rests entirely with the author.

1 General Background and Definitions

This market brief deals with parquet flooring, both semi-finished products and finished parquet ready for laying. In the following the trade will be described, mostly in terms of Swedish import of such goods. In order to do so, data from Statistics Sweden, which collects such figures under different headings based on a list used by the customs authorities, has been examined. This list is called the Combined Nomenclature, see **Appendix 3** for web-page addresses. If this list is scrutinized, see under heading IX, it is evident that products made of wood are found under chapter 44. Parquet flooring goes into division 4409 if not assembled, and under 4418 if it is. Products made of wood from conifers are split from those of hard-woods. Some further studies of the list show that the following Combined Nomenclature (CN) numbers apply:

4409.20.91	Blocks, strips and friezes for parquet or wood block flooring, not assembled and made of hard-wood
4418	Builders' joinery and carpentry of wood, incl. cellular wood panels, assembled parquet panels, shingles and shakes
4418.30.10	Parquet panels, for mosaic floors
4418.30.91	Parquet panels, other, composed of two or more layers of wood
4418.30.99	Parquet panels, other,other

Strips and friezes, which are finished parquet blocks used by the Swedish parquet floor manufacturers to make assembled panels, is found under the first heading.. However, a very small amount of parquet strips imported for solid wood parquet floors are also assigned to this tariff number. The assembled parquet panels are laminated with an outer layer of about 4 mm of hard-wood, the most common is oak, glued onto a two ply board of soft-wood made of pine or a cheaper hard-wood such as birch. The panels are grooved and tongued for easy assembly. The panels come in three standard thicknesses of 10, 14 and 22 mm. Assembled parquet panels, i.e. division 4418, are not separated according to the kind of wood used for the top surface.

2 Market Size

The market for parquet flooring depends on three main factors: The amount of new residential construction, the number of dwelling units being rehabilitated and the share of the flooring material market held by parquet flooring. In public buildings, parquet flooring is not used much in Sweden but trade sources say that more parquet floors are being installed in both offices and hotels than before. Things are different for residential buildings but the market is very sensitive to economic growth. From a peak in 1990-1991 with over 65,000 units, the number of completed apartments, in both single- and multi-family buildings, decreased sharply in the middle of the 1990s. According to Swedish statistics in 1999, about 12,000 residential units were built. Later years showed a slow increase and for 2004 almost 25,300 such units were constructed. Residential construction has therefore begun to recover, however from a low level.

Rebuilding and extension of existing residences reached a peak in 1995. The figure for e.g. 2001 was 19,839 units while 2004 showed a number of 29,265 units. Even if figures are increasing this is the expected magnitude also for forthcoming years. The do-it-yourself market is increasing but there are no figures. This is a market dominated by wood-based flooring, due to new packing and laying methods adapted to private consumers. Companies such as IKEA, K-Rauta, COOP-Forum and others provide the consumers with such types of parquet flooring. These companies sell ready-to-use components from many manufacturers, also such imported from other countries.

In 2002, the total market for flooring materials amounted to 20.1 million m^2 according to the Swedish Flooring Association. The corresponding figures for 2003 and 2004 are 19.9 million m^2 and 20.4 million m^2 respectively and it is evident that the market measured in this way is not changing very much. In the competition between different flooring materials, parquet floors have constant or slightly increasing sales while vinyl floors have lost market share during the 1990s to year 2004. In 1997, 3.4 million m^2 of parquet flooring were sold in Sweden, which meant that parquet floor sales had reached the same level as in the previous peak anno 1991. In 2004, parquet flooring increased to 6.0 million m^2 and the market share was 29 % compared with 10.5 % of a, however, much bigger market in 1991.

Solid-wood floors, traditionally made of pine, account for about 10 % of the wooden floor market and are included in the figures for parquet floors. Plastic flooring materials under many years had the largest share of the market with over 30 % but now wooden floors have passed. For 2004 plastics had a share of 27 %.

The net effect of these developments is that the parquet floor market has grown slowly during the past 4 years and reached 6.0 million m^2 in 2004. Forecasts for the next years show a continued slow growth of parquet flooring. It must be mentioned here that the statistic data base has changed between 2001 and 2002. Hence, parquet flooring market probably had been somewhat underestimated.

2.1 Recent Development of Parquet Floors

There are two new innovations in this market; one is the innovation of glue free joints between the panel boards, called Combi-lock, Wood-lock and Ultra-lock (name of system depending on the manufacturer). The other is the introduction of under-floor heating, i.e. using the floor as a large radiator. Companies that want to export parquet floors must have products of similar constructions or else the panels will be almost impossible to sell. One trend is also the popularity of TV-programs showing refurbishment of old residential houses and apartments. These programs have had a large impact on the do-it-yourself market, see below.

3 Domestic Production and Exports

Swedish parquet floor market is dominated by laminated parquet panels while the market for solid wood parquet has virtually disappeared; this kind of parquet is only being used in some public buildings and for restoration work. Most of the supply of parquet panels is manufactured in Sweden where four big factories are present: Tarkett Sommer AB, Kährs AB, Forbo Forshaga AB, and Rappgo AB. But there are a number of smaller factories as well. Domestic production was 18.6 million m^2 in 1997 and 18.7 million m^2 in 1999, the last year for which production figures have been found. Sweden is a net exporter of parquet panels and e.g. Kährs exported 62 % of the products under 2001. The domestic market took about 40% of the production in 1999, including DIY (do-it-yourself), when exports were 11 million m^2, equaling 60% of the production. In 2004 the total export had a monetary value of more than SEK 1,900 million which is slightly less than the year before, see Table 1 in **Appendix 1**, where the ten largest importing countries are listed. Differences in stock quantities may have impact on the figures but these must be of less importance.

Swedish market prefers light colored floors, such as light or medium brown oak. Up to 70 % of domestic sales is said to be of oak parquet. For the export markets Swedish manufacturers also use some species of tropical woods, but the requirement that this timber should come from plantations or certified sustainable forestry operations has limited the choice of species as well as supplying countries.

4 Imports

4.1 Semi-finished Parquet Blocks for Making Parquet Panels

The imports of strips and friezes amounted to SEK 2.6 million in 1999 and SEK 46.3 million in 2004; see Table 2 in **Appendix 1**. This segment therefore shows a large growth with a change in trend between 2002 and 2003. In 2004 the main exporters to Sweden were Poland, Germany, USA. and Denmark. During 2003 import was about SEK 48.0 million so for the moment a slightly decrease in import is shown but this might be a coincidence. The main exporter to Sweden of hard-woods used for flooring is for the moment, i.e. 2004, Poland but the import depends on fashion and trends that varies each year. For example in 2003 the main exporter to Sweden was USA. and the year before that Denmark. Import figures in this segment also seems to vary very much see e.g. Poland which has almost four times larger export to Sweden in 2004 than in 2003, while USA. only has one-third.

One fact, however not found in Table 2, is that there has been a dramatic decline in the volume of imports of tropical woods from the nineties and following years. One main reason for the decline is the campaign against indiscriminate cutting of tropical forests. Another reason is that oak, the main raw material used, nowadays can be found in Sweden at competitive prices and need not be imported. Some of the Swedish manufacturers have their own saw mills. The large import from USA during 2003 might be the result of more interest in hard-woods like red oak, maple and walnut but Poland has almost the same wood species as Sweden so why the trade pattern is changed is not easy to tell.

4.2 Finished Parquet Panels

Sweden imports very small quantities of mosaic panels for tessellated floors the value 2004 was SEK 6.2 million which nonetheless is a significant increase since the year before, see Table 3. Croatia's export to Sweden is more than 10 times larger than for 2003 and this country is now Sweden's main import country for these products.

Imports of ready-to-lay parquet panels have increased and this segment has by far the highest monetary value. In 2003 such items were imported valued at SEK 373.2 million and in 2004 for SEK 440.5 million, see Table 4. In the next segment the import was SEK 56.0 million and SEK 70.5 million respectively, see Table 5. It is obvious that we have both import and export of essentially the same products. To a part this can be the result of different wood species on the top cover but also different price levels. Many foreign manufacturers are also able to produce parquet floors cheaper than the Swedish manufacturers, but main exporters of parquet panels to Sweden in 2004 were Norway, Germany and Poland which to a part contradicts this analysis. At least in Norway and Germany the level of wages are even higher than in Sweden. The imports seem to fluctuate as a result of changes in the competitive situation in the market.

5 Quality Considerations

Sweden has a very cold climate compared to many other countries, especially those where high valued hard-woods grow. Because of the cold weather all residences must be heated during winter. This leads to very dry indoor air. The moisture content in the wood levels due to the relative humidity in the surrounding air so all wood that has not corresponding moisture content will start to shrink. The moisture content must therefore be lower than 6 %. If a floor with too high a moisture content is built into a Swedish apartment it will therefore become dilapidated during the first winter. As can be seen from the trade statistics, there are only a small number of developing countries that can compete on the Swedish market. Some countries are present but only smaller amounts have been imported, and the statistics show quite marked fluctuations in the amounts from year to year. This is attributed to the fact that few exporters outside Europe have so far been able to meet the quality requirements of the Swedish market, particularly regarding tolerances, moisture content in the product and finish.

Faults in coloring, cracks and knots are not acceptable in parquet blocks or panels. Some importers employ their own controllers who regularly visit suppliers to check the quality before shipment.

6 Delivery Times, Prices and Terms of Payment

Swedish industry works more and more according to the "just-in-time" principle. Purchases of parquet blocks are therefore normally made on an annual contract basis with sub-orders given as required. It is very important that delivery times are maintained.

There is a world market price for most common species and qualities of parquet wood, which means that both buyers and sellers know the current prices. Prices have decreased due to the depressed construction markets in Europe. Swedish parquet floor manufacturers prefer to buy their raw material on five year price contracts, in order to avoid fluctuations in their cost structure. The most common term of payment, also for wood from Eastern Europe, is against invoice. For imports from overseas countries letters of credit (L/C) are still used.

7 Customs and Import Regulations

7.1 Custom Duties

Sweden joined the European Union on 1 January 1995, after which the tariffs, rules and regulations of the European Communities apply in Sweden.

Rate of Duty

• Strips and friezes for parquet, not assembled, hard-wood	0 %
• Parquet panels, assembled, for tessellated floors	3 %
• Other assembled parquet blocks, incorporating at least two layers of wood	0 %
• Other assembled parquet blocks	0 %

Only assembled parquet panels for tessellated floors are subject to duty and only for countries outside of EU. According to the Taric web site, it seems that also the ACP-countries must pay this duty. (ACP = African, Caribbean and Pacific which normally can trade without duties with EU)

From the 1st of July 2005 under a special GSP+ stimulus arrangement for good governance EU grants freedom of customs duty to a number of countries. This arrangement replaces an earlier arrangement for South American and Central American countries. The GSP+ countries are: Bolivia, Colombia, Costa Rica, Ecuador, Georgia, Guatemala, Honduras, Sri Lanka, Mongolia, Nicaragua, Panama, Peru, El Salvador and Venezuela.

7.2 Import Regulations

According to the EU regulations a phyto-sanitary certificate is needed for some of the products mentioned in this report when imported to the European Union. This in order to prohibit spreading of pests and other deceases among plants. Such a certificate should be issued by the authorities in the exporter's country after a thorough inspection before shipment. When the goods arrive into the European Union another inspection will take place in the importing country before the goods are cleared.

Imports of certain kinds of endangered wood species are also restricted according to CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora – also known as the Washington Convention). Some species are not possible to sell without a so called FSC-certificate, Forest Stewardship Council.

7.3 Open Trade Gate Sweden

In order to facilitate for exporters from non-EU countries to enter the Swedish market the Swedish government decided to create Open Trade Gate Sweden, located at the National Board of Trade which is Swedens governmental agency for foreign trade and trade policy.

The purpose with Open Trade Gate is to provide exporters with information about rules and regulations, to investigate and try to solve barriers to trade, as well as influencing Swedish and EU trade policies and development strategies.

8 Packing and Transport

There are some standard measurements of parquet blocks and also of assembled parquet panels. Blocks are usually bought in the buyer's standard sizes of 27 mm or 45 mm x 73 mm in lengths of 320 mm up to 600 mm, which match the sizes of the strips for the top layer of the panels and thus cause a minimum of waste. All deliveries are put on pallets for easy handling by fork lift truck. Assembled parquet panels are commonly sold in plastic-wrapped packages containing about 2.8-3.0 m^2 which are delivered on pallets with 100 m^2 on each. Deliveries from European suppliers are normally shipped by truck or railway car, about 25 m^3 per truck or car in full wagon loads. For overseas deliveries containers are standard.

9 Channels of Distribution

The Swedish manufacturers of parquet panels buy their requirements of parquet blocks both directly from suppliers abroad, some of which have agents in Sweden, and from Swedish importers and saw mills. For a new exporter it would be worth contacting both the largest Swedish parquet manufacturers directly as well as some importers and agents, in order to get a complete picture of the market situation before deciding on how to enter the market.

The domestic and Nordic manufacturers of parquet panels sell directly to the four main groups of customers. For parquet manufacturers in countries further away from Sweden it would be wise to find an agent or an importer to handle their parquet panel sales to Sweden.

The four main types of customers are:

- Wholesalers of flooring materials,
- Large retailers, usually building supply marts serving both professional floor-layers and the do-it-yourself market (DIY) and hypermarkets catering to the DIY market,
- Construction companies who build high-rise apartment buildings or tracts of houses, and
- Manufacturers of pre-fabricated wooden houses.

The retailing is dominated by specialist floor laying companies, but as the DIY market grows, the building supply marts and other large retailers, such as K-Rauta, IKEA and the co-operative COOP super-markets, grow in importance. Addresses to these larger companies, but also to some small importing companies as well can be found in **Appendix 3**.

10 Market Prospects and Business Opportunities

The prospects of successfully entering the Swedish market are now rather good as the stagnation in the construction industry seems to be over. This stagnation had several reasons. The Swedish government had during recent years made changes in the housing subsidies and in interest subsidies for new housing. These changes made housing more expensive, both rents and the cost of buying new homes went up, although lower interest rates had offset this development during the last years. These combined effects, together with a housing glut, were dramatic on the amount of new buildings produced, with a corresponding situation on the markets for parquet flooring. Today, especially in the south of Sweden, new buildings in the form of residences and offices are constructed. In other parts of the country building activities are ice-cold. It must also be remembered that this branch of economic life now recovers from some very hard and difficult years. The earlier negative situation has had a downward pressure on the prices of both parquet blocks and finished parquet panels. And despite increasing sales of parquet flooring in Sweden, the situation in prices will probably not improve substantially in the foreseeable future. Parquet prices are also low in Sweden, compared to other European countries.

Only exporters, who can compete with sustainable low prices combined with good quality of wood, can compete in the market for parquet blocks. The market for parquet panels will also continue to be hard because of our own production in three very large factories. There are, however, always possibilities to sell semi-finished goods to Swedish producers of parquet, providing that the species are interesting and that quality requirements can be maintained.

Appendix 1

Imports and Exports of Parquet Flooring 1999-2003

(Source: Statistics Sweden)

Table 1. CN no. 4418.3091. Export to the ten most significant countries
Other assembled parquet blocks, incorporating at least two layers of wood.
Sorted in descending order for 2004. In 1000 SEK.

Country	1999	2000	2001	2002	2003	2004
USA	151,656	188,832	215,007	307,699	284,020	305,978
Norway	165,431	205,078	263,868	300,240	302,263	283,515
Germany	764,774	547,419	477,750	271,452	275,802	262,287
Spain	138,578	174,395	192,597	90,038	175,300	147,346
G. Britain and N. I.	117,065	134,745	198,436	177,976	170,719	131,930
France	59,603	70,603	69,649	126,083	127,276	96,957
Denmark	129,372	127,154	154,958	203,020	226,335	95,525
Russia	403,75	64,812	123,168	95,400	71,160	91,056
Switzerland	-	31,167	41,015	61,918	62,396	69,317
Finland	100,409	106,858	80,002	66,492	84,737	57,963
Total export (all countries)	**1,997,479**	**1,972,504**	**2,180,774**	**2,114,966**	**2,217,824**	**1,916,337**

Table 2. CN no. 4409.2091. Import
Strips and friezes for parquet, not assembled, of non-coniferous wood,
sorted in descending order for 2004. In 1000 SEK

Country	1999	2000	2001	2002	2003	2004
Poland	66	3,552	2,530	2,135	6,679	23,789
Germany	64	3,888	7,639	50	8,542	10,320
USA	0	0	0	2,217	24,293	5,739
Denmark	519	158	3,172	5,933	4,955	1,462
Hungary	-	505	175	471	0	976
Serbia and Montenegro	-	0	0	0	0	888
Slovenia	0	14	0	0	374	770
Ukraine	0	0	0	0	1,534	351
India	-	0	0	0	0	330
Canada	-	0	0	0	0	297
Peru	-	0	0	0	0	225
Bosnia Herzegovina	-	89	436	134	0	175
Lithuania	34	109	77	433	684	175
Portugal	0	0	0	0	54	154
Indonesia	0	177	0	78	19	142
Czech Republic	-	135	0	3	0	120
Croatia	39	422	2,283	254	462	91
Norway	259	1710	981	242	85	78
Latvia	-	158	92	142	0	73
Italy	0	0	0	0	1	44
Malaysia	-	0	1	209	0	41
Holland	-	0	0	124	0	29
Estonia	255	1565	101	54	175	11
Total import (all countries)	**2,618**	**15,367**	**19,810**	**13,395**	**48,026**	**46,274**

Table 3. CN no. 4418.3010. Import.
Parquet panels, assembled, for tessellated floors.
Sorted in descending order for 2004. In 1000 SEK

Country	1999	2000	2001	2002	2003	2004
Croatia	0	0	472	957	304	4,378
Denmark	473	1431	256	2	860	1,467
Hungary	120	738	881	297	188	308
Norway	-	696	1,797	0	0	50
Finland	-	0	0	0	0	18
Poland	21	37	327	787	168	7
Total Import (all countries)	**666**	**3,569**	**4,309**	**2,574**	**1,603**	**6,228**

Table 4. CN no. 4418.3091. Import.
Other assembled parquet blocks, incorporating at least two layers of wood.
Sorted in descending order for 2004. In 1000 SEK.

Country	1999	2000	2001	2002	2003	2004
Norway	17,497	78,790	168,119	211,734	221,793	243,169
Germany	12,145	3,383	20,638	3,505	28,261	50,712
Poland	68	41	8,294	20,087	36,094	41,464
Malaysia	12,813	13,682	16,389	16,420	23,889	25,331
Belgium	8,273	28,431	25,906	20,247	23,344	21,415
France	1,121	4,237	4,185	1,731	1,570	15,409
Finland	9,286	21,678	21,691	22,906	23,080	12,126
Switzerland	290	6	287	350	2,597	8,982
Denmark	1,784	62	3,308	3,141	2,048	8,346
Indonesia	698	1,401	2,433	1,710	3,203	5,744
China	839	183	599	1,339	2,979	2,465
Austria	-	0	0	0	0	1,599
Czech Republic	-	308	54	64	0	1,164
Holland	5,615	0	14	0	41	911
Singapore	-	540	0	393	0	531
Portugal	5,731	3,625	8,029	8,178	3,024	271
Hungary	10,320	2,732	0	0	13	247
U.S.A.	0	1,804	916	1,527	208	164
Spain	0	0	0	517	14	133
Serbia and Montenegro	-	0	0	4	0	121
Croatia	-	0	0	87	0	111
Slovakia	0	270	137	246	8	43
Estonia	-	105	0	149	0	8
Total Import (all countries)	**89,357**	**163,622**	**281,344**	**314,848**	**373,271**	**440,467**

Table 5. CN no. 4418.3099. Import
Other assembled parquet blocks, other.
Sorted in descending order for 2004. In 1000 SEK.

Country	1999	2000	2001	2002	2003	2004
Denmark	16,808	17,008	18,786	18,732	15,993	23,580
Germany	4,296	11,991	418	2,854	1,576	10,813
Norway	12,234	46,953	41,409	15,985	6,264	8,891
Portugal	924	810	1,190	0	5,366	5,706
Poland	149	6,048	16,330	13,636	16,478	4,749
Czech Republic	0	5	0	28	208	4,394
Finland	107	606	910	2,005	2,728	2,357
Austria	0	240	686	559	299	2,004
Switzerland	398	1	0	302	6	1,907
Indonesia	7	182	13,739	1,482	3,343	1,669
Italy	1,744	3,076	8,352	2,068	1,047	1,422
Malaysia	348	238	0	591	1,565	756
Spain	0	0	0	0	4	657
Romania	0	0	0	0	41	617
Slovenia	-	6	0	0	0	467
Serbia and Montenegro	-	0	0	0	0	159
Estonia	1,042	618	989	0	63	127
Hungary	52	81	60	618	171	81
U.S.A.	1,325	612	55	70	25	33
China	-	211	0	0	0	30
Lithuania	0	0	3	33	117	22
Vietnam	-	0	0	0	0	21
Thailand	0	22	0	0	275	3
Total Import (all countries)	**46,464**	**90,113**	**105,877**	**60,469**	**55,978**	**70,466**

Appendix 2

Currency Conversion

Exchange rate of the Swedish currency SEK.

Exchange rate in SEK

Currency	1990	1995	2000	2001	2002	2003	2004	2005
1 US Dollar	5.91	7.13	9.17	10.33	9.72	8.09	7.35	7.48
1 Euro	--	9.23	8.45	9.25	9.16	9.13	9.13	9.28

Source: Sveriges Riksbank

The following twelve EU-countries use the Euro as their daily currency:

- Austria
- Belgium
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Luxembourg
- Portugal
- Spain
- The Netherlands

Appendix 3

Some Useful Addresses and Links

Organisations

Golvbranschens Riksorganisation, GBR
Swedish Flooring Association
Box 4604, SE-116 91 Stockholm
Phone: +46-8-702 30 90
Fax: +46-8-643 98 11
E-mail: info@golvbranschen.se
Internet: www.golvbranschen.se
(only in Swedish)

Swedish Federation of Wood and Furniture Industry
Trä- och Möbelindustriförbundet
Box 16006, SE-103 21 Stockholm
Phone: + 46 8 762 72 50
Fax: + 46 8 611 60 25
E-mail: info@traindustrin.org
Internet: www.traindustrin.org
(only in Swedish)

Association of Swedish Chambers of Commerce and Industry
Box 16050, SE-103 21 Stockholm
Phone: +46 8 555 100 00
Fax: +46 8 566 316 30
E-mail: tradeoffice@chamber.se
Internet: www.cci.se/trade

Swedish Association of Agents
Box 1137, SE-111 81 Stockholm
Phone: +46 8 411 00 22
Fax: +46 8 411 00 23
E-mail: mail@agenturforetagen.se
Internet: www.agenturforetagen.se

Swedish Federation of Trade
SE-103 29 Stockholm
Phone: +46 8 762 77 00
Fax: +46 8 762 77 77
E-mail: info@svenskhandel.se
Internet: www.svenskhandel.se

Authorities

National Board of Trade
Box 6803, SE-113 86 Stockholm
Phone: +46 8 690 48 00
Fax: +46 8 30 67 59
E-mail: registrator@kommers.se
Internet: www.kommers.se

Swedish Customs
Box 12854, SE-112 98 Stockholm
Phone: +46-771-23 23 23
Fax: +46-8-20 80 12
E-mail: Contact form via Internet
Internet: www.tullverket.se
Customs tariffs: http://taric.tullverket.se

The Customs authority. Can provide guidance, information and brochures concerning the customs and customs clearance.

Swedish Board of Agriculture
SE-551 82 Jönköping
Phone: +46-36-15 50 00
Fax: +46-36-19 05 46
E-mail: jordbruksverket@sjv.se
Internet: www.sjv.se

Statistics Sweden
Box 24300, SE-104 51 Stockholm
Phone: +46-8-5069 4801
Fax: +46-8-5069 4899
E-mail: information@scb.se
Internet: www.scb.se

Cites
Convention on International Trade in Endangered Species of Wild Fauna and Flora
Internet: www.cites.org/

FSC
Forest Stewardship Council
Internet: www.fsc.org

Some Companies

IKEA
P.O. Box 703, SE-343 81 Älmhult
Phone: +46 476 82300
Internet: www.ikea-group.ikea.com/

K-Rauta
A Finnish company
Internet: www.kesko.com/

COOP-Forum
SE-171 88 Solna
Phone: +46 8 743 10 00
Internet: www.coop.se/

Beijer Byggmaterial AB
P.O. Box 11055, SE-161 11 Bromma
Phone: +46 75 2411000
Fax: +46 8 982061
Internet: www.beijerbygg.se

Fanerami (Importer)
P.O. Box 340, SE-595 24 Mjölby
Phone:. +46 142 13070
Fax: +46 142 34827
E-mail: mail@fanerami.se
Internet: www.fanerami.se

SHARE SWEDEN (Importer)
Åbygatan 5E, SE-264 38 Klippan
Phone/fax.: +46 (0) 435 145 32
Mobile: +46 702 506657
E-mail: share.sweden@telia.com
Internet: www.sharesweden.com/

Handlopol Swedish AB (Importer)
Gamla Kronvägen 10, SE433 33 Partille
Phone: +46 31 336 35 53
Fax: +46 31 336 35 01
E-mail: info@handlopol.se
Internet: www.handlopol.se

WIWOOD AB (Importer)
P.O. Box 24, SE-280 22 Vittsjö
Phone: +46 451 235 00
Fax: +46 451 235 05
E-mail: wiw@wiwood.se
Internet: www.wiwood.se

Some Useful Links

Official Gateway to Sweden	www.sweden.se
Open Trade Gate Sweden *provides information and helps exporters to solve bureaucratic obstacles that might occur when trading with Sweden.*	www.opentradegate.se
eMarketServices *guide to electronic market places.*	http://www.emarketservices.com
European Union	http://europa.eu.int
European Commission	http://europa.eu.int/comm
European Customs	http://europa.eu.int/comm/taxation_customs/customs/index_en.htm
European Statistics - EuroStat	http://europa.eu.int/comm/eurostat
Combined Nomenclature (CN)	http://europa.eu.int/comm/eurostat/ramon
Exporting to the EU - Advice for Developing Countries	http://export-help.cec.eu.int/

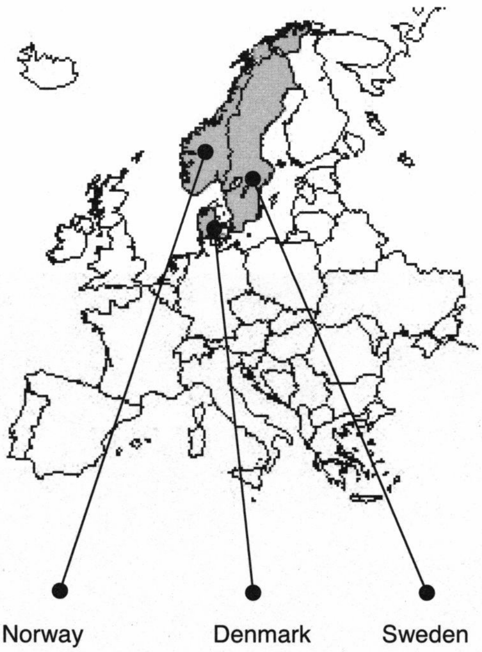
The Scandinavian Market

There are many similarities among the Scandinavian countries with regard to culture, language, political and social systems etc. Also when it comes to consumer behaviour and product preferences you find many similarities.

When entering one of the Scandinavian markets it therefore might be relevant to consider the possibilities in the other Scandinavian countries as well.

All Scandinavian countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Denmark, Norway and Sweden.

Inhabitants:	Denmark	5.4 million
	Norway	4.6 million
	Sweden	9.1 million



Denmark

The Danish Import Promotion Office, DIPO, is integrated in the Danish Chamber of Commerce and operates under a contract between The Danish International Development Assistance (DANIDA) and the Danish Chamber of Commerce.

The objective of DIPO is to assist exporters/producers in Africa, Asia and Latin America to enter the Danish market.

At DIPO's website www.dipo.dk you can read more about DIPO and its activities, download or order market information material regarding the Danish market or register your business offer to be advertised on the website.

Contact details:
The Danish Chamber of Commerce / DIPO
Boersen, Slotsholmsgade
DK-1217 Copenhagen K, Denmark
Phone: +45-70 13 12 00
Fax: +45-33 12 05 25
E-mails: dipo@hts.dk
mvh@hts.dk
mas@hts.dk

Norway

The Norwegian Import Promotion office, HSH IPO Service, operates under a contract between HSH (The Federation of Norwegian Commercial and Service Enterprises) and NORAD (Norwegian Agency for Development Cooperation). HSH IPO Service is integrated in HSH - but are fully sponsored by NORAD.

From the website www.hsh-org.no you can read more about HSH. We are currently working on developing a matching platform between selected Norwegian importers/ wholesalers and professional exporters from developing countries. This website is in collaboration with CBI in Holland and is expected to be working from March 2004. Access to the importer/ exporter matching platform will be through our www.hsh-org.no.

Contact details:
HSH - Office of Import Promotion
PO Box 2900 Solli
NO-0230 Oslo, Norway
Switch: +47-22 54 17 00
Direct: +47-22 54 17 52
Fax: +47-22 56 17 00
E-mail: e.d.gjeruldsen@hsh-org.no

Sweden

Within the trade promotion programme of the Swedish Chambers assistance is provided to exporters from Africa, Asia and Latin America. The overall aim of the programme is to contribute to sustainable economic growth in developing countries by strengthening the capacity and competitiveness of exporters.

From the website www.cci.se/trade you can learn more about the programme, download or order market reports as well as register your business inquiry free of charge in the database Chamber Trade (www.chambertrade.com).

The prgramme is funded by the Swedish International Development Co-operation Agency (Sida) and the Swedish Chambers of Commerce.

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Trade Promotion / Sida
PO Box 16050
SE-10321 Stockholm, Sweden
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