



Swedish Chambers

TRADE PROMOTION PROGRAMME
OF THE SWEDISH CHAMBERS



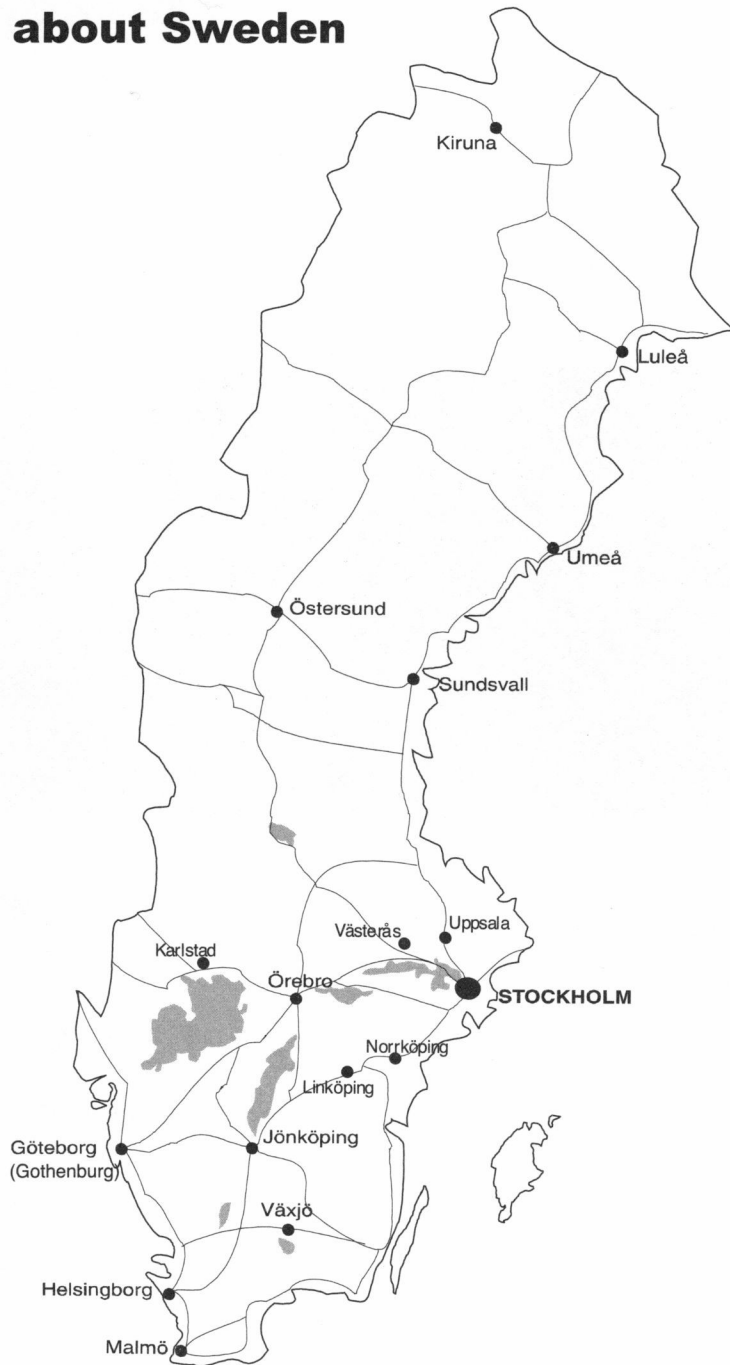
Market Brief

Focus on the Swedish Market

Furniture Parts

September 2007

Facts about Sweden



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

Capital: Stockholm.
 Stockholm city: 780,800 inh.
 Greater Stockholm: 1.9 mil. inh.

Business language:
 Swedish, English

Religion:
 Lutheran

Largest cities:
 Stockholm city: 780,800 inh.
 Gothenburg 489,400 inh.
 Malmö 275,100 inh.
 Uppsala 185,200 inh.
 Linköping 138,400 inh.
 Västerås 132,800 inh.
 Örebro 128,700 inh.
 Norrköping 125,300 inh.
 Helsingborg 123,100 inh.
 Jönköping 121,300 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

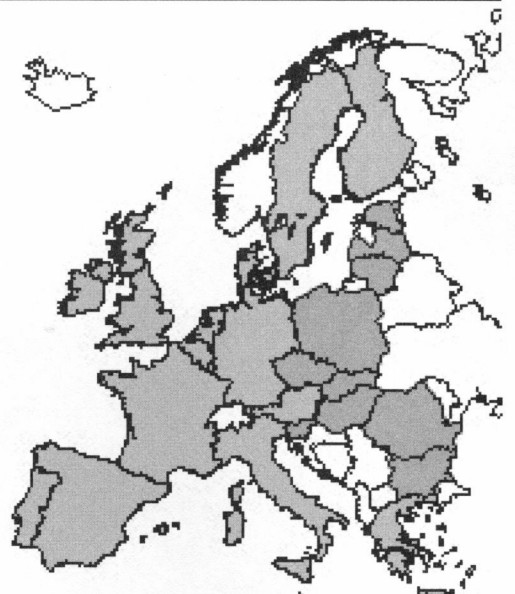
Currency:
 1 krona (SEK) = 100 öre

The European Union

- Austria
- Belgium
- Bulgaria
- Cyprus
- Czech Rep.
- Denmark
- Estonia
- Finland
- France
- Germany
- Great Britain
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxemburg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovak Rep.
- Slovenia
- Spain
- Sweden

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

EFTA
 Iceland, Liechtenstein,
 Norway and Switzerland



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1 Introduction

The Swedish furniture market is characterized by a strong domestic industry. “Made in Sweden” has a positive meaning for many furniture buyers. Swedish design in furniture has a good standing, not least among Swedish consumers and designers like Carl Malmsten, Bruno Mathson and Yngve Ekström have gained some world-wide reputation. They were not only good designers but had also very high demands on quality which in turn have set a standard for other furniture as well. Even nowadays, when IKEA is Sweden’s leading furniture provider, quality has a very high impact on even the average furniture customer. The Swedish industry has therefore emphasized the quality aspect very consistently and there are quality and safety standards in force which strongly influence the choice of different such products.

The furniture trade has become more and more concentrated. The emergence of IKEA forced the rest of the trade to become more efficient and competitive. Furniture stores have moved out of the city centers to the outskirts and to larger towns where land prices are lower, which makes it possible to have much larger sales rooms. The furniture stores in Sweden today are 25% fewer but considerably larger than only ten years ago.

Another trend has been to import more and more parts, and even complete furniture, from other countries where wages and taxes are lower than in Sweden. At the same time many traditional furniture companies in Sweden faced severe difficulties with profitability and in order to survive they have started own companies abroad. To some extent this trend is now declining because of better production technology, faster machinery, and relatively slower increases in wages compared to our neighbouring countries. Even if there is a beginning trend to produce more furniture within Sweden there is always an interest in import, especially if prices and quality are comparable to the domestic products. In this guide the trade of furniture parts between Sweden and other countries will be examined with examples on trade partners, and how to find such partners.

2 Definitions

The first thing to do is to define the term “furniture parts”.



Figure 1. Furniture parts made of wood in a Swedish manufacturing company

Trade between different countries is regulated through several rules and regulations and all products traded with EU-countries involved are classified according to the Combined Nomenclature (CN) list which in turn is based on the Harmonized System (HS). This CN list is therefore used in order to get information on the import and export figures. According to the Combined Nomenclature the pieces of furniture dealt with in this market survey fall under heading XX, i.e. miscellaneous manufactured articles, chapter 94 which deals with furniture, bedding, mattresses and other such items. Please refer to Table 1 below:

Table 1: Details from the Combined Nomenclature list for trade classification

Chapter	Heading	Subheading	Sub-sub-heading	Item
94	01	90		Parts for seating furniture
			30	- of wood
			80	- of other material
	03	90		Parts for other furniture
			10	- of metal
			30	- of wood
			90	- of other material

It is now possible to analyze the Swedish trade by using information from Statistics Sweden (SCB) who publishes all the figures on Internet.

When talking about “furniture parts” it is not the production material itself which is of interest. Instead, such a part must be in a form where it does not need to be further machined. Unfortunately, the public statistics only divide furniture parts in two categories: one where the parts are used in chairs and similar products, and one for other furniture. It is, hence, not possible to find out how much that is used for office or kitchen furniture.

Medical, surgical, dental or veterinary furniture, fall under CN 9402 and are not dealt with here, nor is this report valid for car seats, aircraft, motor vehicles and other such items.

3 Size of the Market

Sweden has a big furniture industry. For 2006, the assumed annual production volume is approximately SEK 22 billion (= SEK 22,000,000,000). (For currency conversion, please refer to **Appendix 1**). This figure can be found on the Internet pages published by the Swedish Association of Wood and Furniture Industry (TMF), see **Section 12** for applicable web site.

The export of furniture is expected to be about SEK 14.4 billion while import amounts to about SEK 12.8 billion for the same period. Most of the furniture was exported to countries within the European market but import from the same countries is also large. About 80% of all import came from European countries, including EU-countries. Swedish customers are assumed to have bought furniture for SEK 20.4 billion during 2006. According to the same source furniture parts were exported for somewhat over SEK 3 billion and import was of the same magnitude.

4 Export

Statistics Sweden (SCB) publishes facts on Swedish trade on an annual basis. The figures below in the tables are valid for year 2003 to 2006 because, unfortunately, newer detailed values are not yet available. Consider Table 2 where Swedish export of wooden parts, aimed for seating furniture, is shown.

Table 2: *Export of wooden parts for seating furniture*

CN 94.01.90.30	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	207 466	91 444	21 534	23 177
Denmark	7 548	6 203	6 584	6 292
Norway	5 109	4 236	5 466	4 927
Germany	2 132	768	1 002	2 575
Finland	984	1 613	1 580	1 520
USA	602	2 541	3 185	1 311
Lithuania	1 853	1 286	973	1 217
Italy	0	0	0	759
Spain	485	789	551	753
Netherlands	82 101	25 425	77	635
Turkey	0	50	256	502

Note that only the ten largest countries are included in the table and that the values are sorted due to year 2006. It is obvious that Swedish export of parts for seating furniture has declined significantly, about 90%, in only four years. It is not known why this is so but e.g. Belgium, the largest import country 2003 with about SEK 103 million, has decreased its import to only SEK 206,000. For 2006, the total export added up to SEK 23.2 million and the largest part of the exports went to Denmark and Norway.

When it comes to similar parts, but made of other materials than wood, trade looks different, see Table 3.

Table 3: *Export of furniture parts for chairs, of other material*

CN 94.01.90.80	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	425 353	333 390	387 332	384 370
Norway	69 240	68 289	78 969	88 640
Finland	62 765	47 640	51 730	55 136
Denmark	47 348	36 489	42 145	43 138
Poland	11 360	10 837	31 563	38 681
Gr. Britain and N. Ireland	62 295	29 074	29 248	28 351
Netherlands	13 931	13 831	15 313	17 268
Spain	12 992	11 294	12 835	16 349
USA	22 731	11 865	11 198	10 769
Germany	8 675	6 606	8 074	10 747
Belgium	22 094	17 390	8 760	10 094

The Swedish export of chair parts made of other material than wood has not declined so much, and during the past three years it has leveled out on an approximate value of SEK 385 million. Also here, most of the exports of such parts go to our Nordic neighbours: Norway, Finland and Denmark.

When it comes to furniture parts aimed for other products than chairs, figures are provided in the following tables.

Table 4: Export of furniture parts made of metal, not for chairs

CN 94.03.90.10	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	513 940	542 445	540 647	681 924
Norway	89 300	90 351	97 455	164 607
Denmark	51 708	59 033	76 080	120 167
Finland	27 723	30 775	38 240	73 232
Germany	101 967	94 165	75 621	49 168
USA	50 902	60 136	52 355	43 256
Gr. Britain and N. Ireland	32 401	38 121	32 200	37 013
France	26 863	25 515	27 785	24 829
Netherlands	6 974	8 754	7 378	19 174
Spain	9 970	9 278	9 125	16 866
Switzerland	18 837	15 093	16 353	15 330

All export under this heading added up to SEK 682 million for year 2006 and the biggest export shares went to Norway, Denmark and Finland, i.e. our Nordic neighbours. The trend shows that trade in this segment is slowly increasing even if some countries switch in rank.

Even larger figures are shown under the next heading. Furniture parts made of wood, chairs excluded, are exported from Sweden to other countries for about MSEK 1,928, i.e. almost two billion SEK, see Table 5. Norway imports most of these parts followed by Great Britain and Northern Ireland, Germany and France. Some of these parts are used for shelves, cabinets etc., see Figure 2.

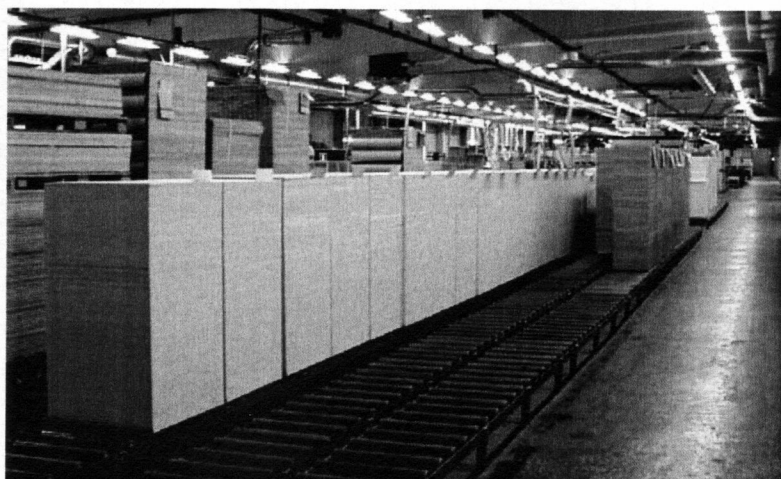


Figure 2. Wood products for cabinets et c.

Table 5: Export of wooden furniture parts for other products than seating furniture

CN 94.03.90.30	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	1 289 659	1 404 122	1 702 019	1 928 418
Norway	257 856	303 017	331 358	326 671
Gr. Britain and N. Ireland	161 703	196 976	243 669	265 820
Germany	161 297	185 493	216 109	259 712
France	90 260	91 428	113 430	170 831
Denmark	121 217	97 361	145 172	158 548
USA	53 146	82 894	100 444	133 434
Belgium	126 356	146 865	129 637	120 759
Switzerland	36 145	35 943	65 277	100 071
Finland	49 411	46 799	58 343	58 864
Spain	36 326	36 751	49 572	54 721

When it comes to export of other furniture parts, not made of metal or wood, and not for seating purposes, the export for year 2006 shows more modest figures. It was approximately SEK 302 million and in Table 6 conditions are shown for the ten most important countries. In this segment we find two developing countries importing furniture parts from us, viz. Malaysia and Turkey. Developing countries are shown in bold text. It is not always so easy to tell if a country should be considered as a developing country or not. In order to solve this calamity, the OECD definition has been used to distinguish developing countries from other countries, see the list of links in **Appendix 2**. The trend is that the export from Sweden to other countries is increasing. Norway, Denmark and Spain were the main importing countries during 2006.

Table 6: Export of furniture parts of other material than wood or metal, chairs excluded

CN 94.03.90.09	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	174 907	207 515	241 969	302 239
Norway	47 799	68 694	90 976	120 796
Denmark	12 656	16 635	27 331	38 367
Spain	6 086	11 082	12 920	22 030
Finland	8 462	10 870	15 334	21 201
USA	7 713	11 228	8 462	17 731
Malaysia	8 115	7 938	8 423	8 090
Gr. Britain and N. Ireland	13 311	11 640	6 917	7 341
Turkey	218	383	3 044	6 653
France	8 900	9 167	10 882	6 485
Poland	7 992	9 144	7 373	6 340

Total export during 2006 from Sweden to other countries for all furniture parts added up to some SEK 3.3 billion. Parts made of wood, which are aimed for other furniture than seating purposes, have the highest share of this export, about 58%, see Table 5. Major Swedish export, for all types of furniture parts, goes to countries like Norway with SEK 706 million, Denmark SEK 367 million, Great Britain and Northern Ireland with SEK 339 million, Germany SEK 322 million and France 202 million. Among the non-European countries are USA with SEK 207 million and Malaysia with SEK 8 million. The conclusion of the study above is that

Sweden mainly exports to our close neighbours in Scandinavia, then to countries within the European community and after this to other countries.

5 Import

The Swedish export tables presented above show the ten most significant importing countries under each heading. Import to Sweden is, for the reader of this guide, even more interesting so below all countries which exported to Sweden during 2006 are included. A number of these tables are quite long so those are presented in full length in **Appendix 3**.

As can be found in Table 7 below, the EU and other industrialized countries, i.e. normal text in the Table, answered for the absolute majority of Swedish import of furniture parts aimed for seating purposes. Fortunately, the trend of import from some developing countries, shown in bold text, seems to be positive. For instance, import has increased from Vietnam and Bolivia. Others have, unfortunately, a negative trend e.g. China and Indonesia.

Table 7: Import of furniture parts, for seating furniture, made of wood

CN 94.01.90.30	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	48 418	46 963	60 190	61 271
Denmark	14 022	14 903	15 860	12 670
Poland*	4 705	1 057	3 005	8 904
Lithuania*	478	8 198	15 367	8 623
Romania**	4 380	5 279	6 281	6 512
Finland	3 290	5 254	4 874	5 594
Latvia*	8 844	4 595	2 797	4 765
Slovenia*	3 129	1 335	2 642	2 982
Vietnam	115	73	1 106	2 295
Bolivia	1 165	554	1 323	2 242
Netherlands	187	207	14	1 559
Germany	11	293	887	1 407
Italy	2 894	1 030	1 666	1 350
China	305	498	1 755	873
Estonia*	2 799	1 816	1 515	408
Norway	1 315	587	147	339
Bulgaria**	0	0	0	220
Spain	0	89	506	179
France	16	0	0	172
Russia	0	1	0	107
Indonesia	0	994	16	34
Ireland	0	0	0	17
Belgium	24	0	0	8
Hong Kong	0	0	14	6
U.S.A.	0	41	1	3
Canada	2	2	0	1

* joined the European Union in May 2004

** joined the European Union in January 2007

It is obvious that Sweden imports a lot of furniture parts for chairs and similar products from Denmark, even if Denmark has higher or about the same level of wages. After Denmark come three new EU countries where wages are probably lower than in Sweden. These are followed by Finland and two more new EU countries. This shows that price is not always the only thing to be considered.

It must also be noted that all countries which have exported furniture parts to Sweden, 2003 to 2006, are listed in the Table. The criterion for taking part is that some trade has been registered for 2006. For example Thailand exported for SEK 316,000 SEK in 2002, SEK 183,000 during 2003, SEK 12,000 for 2004 and zero for 2005 and 2006. Thailand is therefore not present in Table 7.

Noteworthy is also that import of these items is not very high, mostly because there is raw material, industries and know-how present in Sweden.

When it comes to import of furniture parts for chairs etc. made of other material than wood, see Figure 3, import figures go up significantly.



Figure 3. Metal frames for chairs

Germany has an absolute leading position which is further dealt with later in this document.

Because of the number of countries exporting to Sweden in this segment we give only a short version of the tables here with the 10 most significant countries plus developing countries but the full table is present in **Appendix 3**, see Table 8a.

Table 8: Import of parts for seating purposes, not made of wood

CN 94.01.90.80	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	1 895 504	1 757 278	1 411 533	1 413 216
Germany	751 315	790 229	662 079	722 899
Portugal	182 229	164 706	140 304	107 360
Poland*	399 011	221 951	141 196	94 063
China	25 456	42 227	50 996	55 889
Turkey	22 139	25 846	35 865	54 281
Denmark	39 691	68 315	47 683	49 458
Norway	34 424	28 114	37 068	42 419
Czech rep.*	21 923	18 969	46 903	38 415
Hungary*	5 863	26 350	34 072	37 422
Italy	24 804	19 071	22 750	29 301
Bosnia-Herzegovina	7 567	8 141	13 120	12 676
Malaysia	351	1 642	4 193	3 225
Indonesia	2 769	2 670	2 370	2 409
India	5 173	3 456	1 098	2 044
Brasilia	2 641	4 280	2 313	554
Croatia	1 392	0	166	404
Thailand	8 973	13 605	2 993	354
Serbia	0	0	704	69
Tunisia	0	0	0	30
Vietnam	113	123	1 557	25
Bangladesh	0	11	4	19
Jordan	0	0	0	4
Chile	9	0	0	3
Mexico	10	0	0	2
Argentina	0	0	0	1

* joined the European Union in May 2004

For developing countries, Table 8 shows that China has increased its export to Sweden. Lithuania, see Table 8a in **Appendix 3**, which is a new EU country, shows the same trend. A few EU countries show the opposite behavior such as Romania and Slovakia and the same goes for Brasilia, Croatia, Taiwan, Vietnam, Chile and Malaysia. Other countries have trade that is almost constant, such as Bosnia-Herzegovina, Indonesia and Bulgaria. There are, however, also a number of countries where import to Sweden has declined, e.g. Portugal, Poland and Thailand.

Total import under this heading was SEK 1,413 million which is a decline since 2003 where almost SEK 2 billion was registered.

Import of furniture parts for other purposes than seating furniture is split in three divisions, the first shown in Table 9 below, and Table 9a in **Appendix 3**:

Table 9: Import of furniture parts made of metal, not aimed for seating

CN 94.03.90.10	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	328 270	437 104	496 540	807 740
Austria	26 108	28 849	33 747	165 981
Germany	36 770	90 423	102 445	154 743
China	79 132	72 598	76 605	82 358
Poland*	4 626	9 225	15 782	75 685
Denmark	74 094	59 272	63 273	61 493
Slovakia*	3 293	7 853	29 805	45 792
Lithuania*	13 728	2 4721	30 423	44 632
Taiwan	8 147	8 313	12 996	27 654
Estonia*	736	984	1 062	21 246
Finland	15 293	23 073	26 016	19 605
Thailand	5 136	6 707	6 012	6 100
Vietnam	1 022	1 446	1 686	3 797
Malaysia	421	603	444	3 357
Brasilia	0	0	744	259
India	7	453	12	246
Belarus	0	0	1	242
Serbia	0	0	0	41
Indonesia	10	62	367	25
Morocco	0	0	38	19
Mexico	0	0	0	1
Turkey	70	301	220	1

* joined the European Union in May 2004

Total import of these metal parts was SEK 807 million for year 2006 and this segment has been more than doubled since 2003. Most noteworthy is the large increase in import from Austria and Germany. However, even China has a high ranking in this trade and for 2003 China was the leading country for Swedish import under this CN heading. Sweden's import from Poland and Estonia has also increased significantly.

Wooden parts used for other products than chairs, sofas and so forth, were imported to a total value of SEK 876 million, and import countries are shown in the next table and in Table 10a in **Appendix 3**.

Table 10: Import of furniture parts of wood, not for seating

CN 94.03.90.30	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	605 280	756 715	900 606	875 969
Italy	71 122	113 797	137 908	125 352
Finland	13 501	28 718	104 339	125 292
Poland*	63 616	73 837	39 065	100 452
Denmark	62 809	75 806	85 909	83 420
Czech Republic*	22 879	24 427	41 171	56 598
Slovakia*	37 683	38 914	38 559	56 232
Germany	22 981	34 798	42 490	45 977
Estonia*	40 014	50 577	56 995	43 366
Lithuania	32 893	39 110	49 666	41 366
China	20 056	15 933	26 645	30 840
Ukraine	773	3	531	3 530
Bosnia-Herzegovina	184	429	3 925	3 413
Croatia	149	340	252	2 648
Thailand	2 390	2 034	1 804	1 687
Belarus	0	0	180	313
Indonesia	132	42	331	290
Taiwan	238	217	203	237
Malaysia	3 058	1 649	17	191
Macedonia	0	35	73	90
India	0	17	79	75
Serbia	0	511	1 372	63
Lebanon	0	0	0	10
Philippines	0	0	0	7

* joined the European Union in May 2004

Significant increases are shown for countries such as Poland, Finland, Ukraine, Croatia, Bosnia-Herzegovina and Russia, while e.g. import from Austria has declined significantly. The latter is also valid for Malaysia and Serbia, albeit from much lower levels.

The last heading for furniture parts shows the import of details made of other material than wood or metal, e.g. plastic, see Table 11.

Table 11: Import of parts aimed for furniture, not made of metal and wood, and not meant for seating furniture

CN 94.03.90.90	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	151 297	160 607	182 408	203 039
Italy	37 731	50 207	48 863	43 180
China	6 901	10 440	20 850	23 599
Germany	14 469	19 835	19 675	19 761
Denmark	22 803	19 432	23 172	16 945
Taiwan	6 040	6 371	6 698	14 942
Norway	5 160	7 126	6 395	13 847
Slovenia*	2 828	3 481	5 185	13 476
Czech Republic*	538	32	4 378	10 545
Austria	1 683	3 943	4 845	7 252
Slovakia*	8 575	5 992	12 131	5 395
Thailand	3 141	1 220	7 051	4 400
India	36	153	319	1 859
Vietnam	0	457	183	1 188
South Africa	13	0	0	148
Brasilia	0	0	29	125
Indonesia	184	24	40	114
Turkey	778	344	82	46
Belarus	0	0	0	40
Morocco	0	6	0	33
Philippines	39	18	0	24
Sri Lanka	0	1	0	13
Egypt	0	0	0	10
Croatia	10	12	5	5

* joined the European Union in May 2004

Significant increase is shown by China, Taiwan, Norway and Slovenia as well as the Czech Republic. Declining trade is observed for Italy, Denmark and Slovakia. Total value of import for year 2006 under this heading was SEK 203 million which is an increase from preceding years.

Total import under all headings was therefore approx. SEK 3.4 billion during 2006. Germany is the leading export country to Sweden with SEK 945 million followed by Poland SEK 281 million, Denmark SEK 224 million, Italy SEK 216 million, China SEK 194 million and Austria SEK 190 million. There are a number of non-European countries on the list but except for China, they are coming further down the list.

6 Comparing Import, Export and Domestic Production

From the tables above it is clear that Sweden imports furniture parts for approximately the same value that it exports. The difference 2006 was only SEK 100,000. Sweden trades mostly, at least if this trade is shown in monetary values, with its neighbours, i.e. the Scandinavian countries and the countries which are part of the European Union. There is, however, significant export to other countries as well.

As mentioned above, the total production of furniture in Sweden added up to approximately SEK 19 billion and compared to this figure, import and export of furniture parts are small. This leads to the assumption that most furniture parts are traded within the country. Hence, it is shown that there is a huge market for furniture parts, but other countries must produce better and/or cheaper such items in order to enhance their trade. This is also valid for Swedish export which of course could be much larger.

Furniture parts of wood for other purposes than chairs etc. (CN 94.01.90.30) was the largest export product with a total value of approximately SEK 1.9 billion which is almost one-half of the total export in this trade segment. The import consisted mainly of products made of other material than wood, e.g. metal or plastic, which belong to CN 9401.90.80. This heading added up to SEK 1.4 billion, or about half of the total import of furniture parts.

7 Market Characteristics

7.1 Why are Sweden Importing Furniture Parts?

The answer to this question is at least threefold. Most import, as found in the records, consists of parts made from other material than wood and these parts are meant for seating furniture, see Table 8, or Table 8a in **Appendix 3**. Many pieces of such furniture, e.g. chairs for offices, have very complicated metal parts such as gas springs, castor wheels, swivel mechanisms and so forth. Such equipment is mainly manufactured in Germany and as can be seen from Table 8, Germany is the leading exporter to Sweden in this category. For some reason Sweden does not have industrial know-how in this field or Swedish companies cannot compete with the price level. Germany also has a reputation for good quality products with guaranteed functioning.

There is also another type of import, viz. rather simple wooden products, which can be manufactured almost everywhere. These products are mainly imported from low-wage countries in Central and Eastern Europe even if Denmark is an exception, in e.g. Table 7. When the wages and costs will raise in the new EU-countries import streams will probably change. The import statistics show that products of wood not aimed for seating many times are produced in Italy and Finland so probably these products are legs and boards for tables, cabinets and such things, see Table 10, or Table 10a in **Appendix 3**. These countries have the same or even higher costs for labor than Sweden so for some reason they can produce these products more efficiently. Another reason can be that these are very special products made of wood that does not grow in Sweden, or have too low quality, e.g. the white Finish birch.

Earlier, China had a leading position for furniture parts, not aimed for seating, made of metal, i.e. Table 9 or Table 9a in **Appendix. 3**. Products like steel frames for desks and similar rather non-complex products are examples. The trade from China in this segment has been almost constant in monetary terms, but now Austria and Germany have passed so the product mix here is supposed to have changed.

Further reasons for import might be that there sometimes is scarcity of capacity to produce certain furniture parts. In such cases it is likely that other Swedish manufacturers also have difficulties to produce more items. Import is then a suitable means for solving the situation.

7.2 Swedish Furniture Testing System

Since many years, furniture has been tested in order to examine fire resistance, durability, safety, resistance to wear and so forth. If the piece of furniture passed these tests it was awarded a label called “Moebelfakta” (Möbelfakta in Swedish). This label was originally issued by the Swedish Furniture Research Institute which operated from 1967 to 1995. Nowadays, the Möbelfakta label is issued by the SP Technical Research Institute of Sweden located in Borås.

Even if this testing is not mandatory, it sets certain standards that cannot be ignored if the product shall be successful, especially if the piece of furniture is aimed for governmental and municipal institutions. Quality is therefore of high importance even for the furniture parts building up a whole piece of furniture.

7.3 Other Important Issues

The price of the parts is of course very important, but likewise important is the trade process itself. Computers are nowadays very common in the industry so it is almost necessary to deal with computerized drawings from CAD-programs. All products must be ready for immediate production and there is no possibility to examine the pieces before they are put into the production line. Automatic assembly by use of robots makes it necessary that the parts are manufactured with low tolerances for errors in size and form. The products must also be present at the factory just-in-time as there is very small capacity for storage, or buffer stocks, at the factory. In order to emphasize this fact there are many times penalty clauses for late deliveries stated in the contracts.

One issue that cannot be neglected when wood is involved, is its moisture content. In northern Sweden, which has a very cold winter climate where temperature is often below -20°C, the relative humidity in the air indoors is often very low. Wood that has not been properly dried to below 6 % moisture content will therefore shrink significantly. Even if the wooden parts have acceptable moisture content in the exporting factory, it must be ascertained that the wooden parts will not pick up moisture during the transport to Sweden.

Another vital issue is the wood specie. Traditional Swedish furniture has been made of e.g. birch, *Betula*, beech, *Fagus*, oak, *Quercus*, and other such domestic wood types. Even if foreign species have their importance for e.g. high prestigious office furniture, garden furniture for outdoor use and so forth, the first three types still remain the bulk in Swedish furniture trade.

7.3.1 Environmental Issues

Global warming is nowadays discussed everywhere. This phenomenon is closely connected to the cultivation of forests, extinction of plant as well as animal species, rain-forests and so on. It is not only the environmental hazards in Sweden that is

under debate but also the prevailing conditions in the manufacturing countries from which Sweden imports furniture and furniture parts. It is therefore important that the exporting company can prove that such issues have been properly addressed.

Another item is the usage of hazardous chemicals for surfacing, painting and other such treatment. It must be noted that a number of Swedish importers have been subjects for unfavorable articles in newspapers and television programs during recent years, because of conditions in the exporting countries. One example is color treatment of textiles that are not acceptable according to Swedish labor health legislation. It is of course not possible for Swedish companies or authorities to intervene in other countries' legislation, but if non-acceptable conditions are revealed, the products and the entire importing company will face severe difficulties with their customers.

7.3.2 Code of Conduct

Social requirements have become increasingly important in international trade. Looking at instruments such as social labels and codes of conduct, it is concluded that social standards demanded by European trading partners are mainly related to labour conditions in developing countries. Social requirements are in most cases based on the standards (Conventions) of the ILO, the UN International Labour Organisation. Therefore, knowledge of the (basic) labour conditions of the ILO will give some understanding of social market access requirements on EU markets.

ILO Conventions that are very often used:

- Right to union membership and to negotiate
- Non-discrimination
- Forced labour
- Minimum age
- Working hours
- Equal remuneration
- Minimum wages
- Occupational health and safety

An example of environmental and social responsibility as outlined by one of the major Swedish importers of furniture and furniture parts – IKEA – can be found on the company's website: www.ikea-group.ikea.com/corporate/.

8 Channels of Distribution

There are basically two ways to enter the Swedish market for furniture components.

1. Manufacturers of components of their own design, such as parts for swivel chairs as described above, of metal or plastic fittings and hinges for furniture or locking devices for drawers, usually work through agents or sole distributors. Many companies are active on the Swedish market, such as BMF from Denmark, Hettich from Germany, and two Swedish companies: Modul Service AB and Theofilis. For contact details please refer to **Section 12**.

For a new entrant to the Swedish market the best way would be to contact importers or agents of this kind of products. Some of these importers are themselves manufacturers of furniture parts who import complementary products in order to expand their product range, or who import subassemblies

for their own products. Visiting the Stockholm Furniture Fair, starting in the beginning of February each year, is one way of locating agents and importers in this business sector.

2. Manufacturers, who wish to work with Swedish furniture manufacturers as subcontractors for wooden, metal or plastic parts made according to the customers' specifications, should contact the manufacturers directly. This sort of close collaboration, necessary between the furniture manufacturers and their subcontractors, cannot go through middlemen. A comprehensive list of furniture manufacturers in Sweden and other Nordic countries can be found in the publication MIM-98. Another such comprehensive list can be found in the Swedish Wood Manufacturing Directory. Details about these publications can be found in **Section 12**.

Swedish manufacturers travel to many countries in order to locate possible subcontractors, but exporters must normally be active themselves in order to find a market for their products in Sweden.

Many important importers of furniture parts are located in the southern part of Sweden, where, in fact, most of the furniture industry is located. It is therefore not very useful to travel only to Stockholm when visiting Sweden to sell furniture parts. The town of Jönköping would be a good starting point, but you also need a rented car because this is almost the only way of getting around.

IKEA, the biggest importer of furniture to Sweden, has the bulk of its sales outside the country but it purchases also many of the components for its furniture. These are sent to furniture factories around the world which in turn have been contracted for furniture production. The company manufactures minor parts of its requirements in manufacturing subsidiaries both in Sweden and abroad. IKEA's purchases are made on a regional basis, and the first contact should therefore be made with the IKEA office in the exporter's home country. If it has no office in that country contact should be made with IKEA Sweden who will direct the seller to the appropriate purchasing office. IKEA has also standards of their own when it comes to e.g. fittings between furniture components. For contact details, please refer to **Section 12**.

9 Customs and Import Regulations

Since 1995 Sweden is a part of the European Union and therefore the same rates of duty applies as for other EU countries which for furniture parts is 2.7 % at this moment. It is, however, recommended to visit the web pages of the Swedish Customs because these rates might differ from time to time.

Some countries are even granted duty-free imports, e.g. the countries included under the Generalized System of Preferences (GSP). The products must then have a GSP certificate of origin to enjoy these duty reductions. There are also other countries which enjoy duty-free export to Sweden and EU, e.g. the EES countries, such as Norway, the ACP-countries i.e. African, Caribbean and Pacific, and so forth.

At the time of writing, economic partnership agreements (EPA's) are being negotiated between EU and the ACP countries. The aim is to further harmonize

the rules of trade with WTO's rules. The outcome will most likely give more favourable conditions for exporters from developing countries and will substitute the Cotonou agreement.

9.1 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 Sweden's 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. For contact details please refer to **Section 12**.

10 Trade Fairs

The most important furniture fair in Sweden is the Stockholm Furniture Fair held in February each year. There are also fairs in e.g. Copenhagen, Denmark (May 2008), the German fair in Cologne (in January 2008), as well as the Milan fair in Italy (April 2008).

11 Market Prospects and Business Opportunities

The analyses made above for the trade statistics show that it is possible to change the directions and streams of components for furniture parts. Even if fine tuned details are not revealed it is obvious that some countries develop and increase their trade to Sweden while others decline. It is, however, important to note that the origin of this trade is not between countries but between companies located in different countries. Sweden has several hundreds of furniture manufacturers but most of them are very small with less than 50 employees. Such companies are normally rather time consuming to address one by one but these difficulties should not overwhelm the fact that business must be made between companies. Even the smallest company has its own website where it shows its products. Some "surfing" on the Internet is therefore likely to be worthwhile in order to find companies to trade with. Important is also to find and examine "real world" examples of plausible products.

With a prosperous furniture industry developing its international business range, there should be good opportunities for manufacturers of furniture parts to export to Sweden. Parts of acceptable quality at competitive prices will always be of interest provided the reliability of deliveries can be assured.

12 Some Useful Addresses

Business Organizations

Swedish Federation of Wood and Furniture Industry
(Trä- och Möbelindustriförbundet TMF)
P.O. Box 55525, SE-102 04 Stockholm
Tel.: +46 8 762 72 50
Fax: +46 8 762 72 50
E-mail: info@tmf.se
Internet: www.tmf.se

Association of Swedish Chambers of Commerce and Industry
P.O. 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

The Swedish Association of Agents
P. O. Box 3146, SE-103 62 Stockholm
Phone: +46 8 411 00 22
Fax: +46 8 411 00 23
E-mail: mail@agenturforetagen.se
Internet: www.agenturforetagen.se

Trade Fairs

Stockholm Furniture Fair
Stockholm International Fairs
SE-125 80 Stockholm
Phone: +46 8 749 41 00
E-mail: furniturefair@stofair.se
Internet: www.stockholmfurniturefair.com

Copenhagen International Furniture Fair
Bella Center A/S, Center Boulevard 5
DK-2300 Copenhagen S, Denmark
Phone: +45 3252 8811
E-mail: Contact form via Internet
Internet: www.furniturefair.dk

Some Major Producers / Distributors of Furniture Parts

Ikea Components AB
IKEA of Sweden,
P. O. Box 600, SE-343 24 Älmhult
Phone: +46 476 820 00
Fax: +46 476 167 70
E-mail: info@ikeacomponents.com
Internet: www.ikeacomponents.com

Theofil Carlsson AB
P.O. Box 1009, SE-551 11 Jönköping
Phone: +46 36 30 66 00
Fax: +46 36 30 66 25
E-mail: info@theofils.se
Internet: www.theofils.se

Simpson Strong-Tie AB
Hedegårdsvei 11, Boulstrup
DK-8300 Odder, Denmark
Phone: +45 8781 7400
Fax: +45 8781 7409
E-mail: info@simpsonstrongtie.dk
Internet: www.strongtie.eu

Hettich-Beschläge GmbH & Co
Gerhard-Lüking-Straße 10
DE-32 602 Vlotho, Germany
Phone: +49 5733 79 80
Fax: +49 5733 798 206
E-mail: info@de.hettich.com
Internet: http://www.hettich.com

Publications

MIM (Product Register for Furniture & Interior Design)
Nordic Netproducts AB
P.O. Box 14113, SE-167 14 Bromma
Phone: +46 8 566 299 00
Fax: +46 8 566 299 10
E-mail: info@nordicnet.net
Internet: www.ekolitt.se (Nordicnet)

The Swedish Wood Manufacturing Directory
Förlags AB Fournir
Probably only available in libraries

National Authorities

National Board of Trade

P.O. Box 6803, SE-113 86 Stockholm

Phone: +46 8 690 48 00

Fax: +46 8 30 67 59

E-mail: kommerskollegium@kommers.se

Internet: www.kommers.se

Swedish Customs

P.O. Box 12 854, SE-112 98 Stockholm

Phone: +46 771 520 520 (information)

E-mail: Contact form via Internet

Internet: www.tullverket.se

Customs tariffs: <http://taric.tullverket.se>

Statistics Sweden (SCB)

P.O. Box 24 300, SE-104 51 Stockholm

Phone: +46 8 506 940 01 (information)

E-mail: Contact form via Internet

Internet: www.scb.se

SP Technical Research

Institute of Sweden

P.O. Box 857, SE-501 15 Borås

Phone: +46 10 516 50 00

Fax: +46 33 13 55 20

E-mail: info@sp.se

Internet: www.sp.se

Appendix 1 - Currency Conversion

Average exchange rate of the Swedish currency SEK								
	<u>Average rate in SEK</u>							
	1995	2000	2002	2003	2004	2005	2006	2007*
1 US Dollar	7.13	9.17	9.72	8.09	7.35	7.48	7.38	6.90
1 Euro	8.65	8.45	9.16	9.13	9.13	9.28	9.26	9.23

*) Average rate January-August 2007

Source: Swedish Central Bank (Riksbanken)

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

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

Appendix 2 - Some Useful Links

Official Gateway to Sweden	http://www.sweden.se
Open Trade Gate Sweden <i>provides information and helps exporters to solve bureaucratic obstacles that might occur when trading with Sweden.</i>	http://www.opentradegate.se
FairLink - fairs in Scandinavia	http://www.fairlink.se
Trade fairs in Europe	http://www.auma.de
European Union	http://europa.eu
European Commission	http://ec.europa.eu
European Customs	http://ec.europa.eu/taxation_customs/index_en.htm
European Statistics - EuroStat	http://epp.eurostat.ec.europa.eu
Eurostat's Classification Server Ramon (Combined Nomenclature)	http://ec.europa.eu/eurostat/ramon (look under Classifications)
Exporting to the EU - Advice for Developing Countries	http://export-help.cec.eu.int/
OECD list of developing countries	http://www.oecd.org/dac (look for DAC list)

Appendix 3 – Import Statistics

Table 8a: Import of parts for seating purposes, not made of wood

CN 94.01.90.80	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	1 895 504	1 757 278	1 411 533	1 413 216
Germany	751 315	790 229	662 079	722 899
Portugal	182 229	164 706	140 304	107 360
Poland*	399 011	221 951	141 196	94 063
China	25 456	42 227	50 996	55 889
Turkey	22 139	25 846	35 865	54 281
Denmark	39 691	68 315	47 683	49 458
Norway	34 424	28 114	37 068	42 419
Czech rep.*	21 923	18 969	46 903	38 415
Hungary*	5 863	26 350	34 072	37 422
Italy	24 804	19 071	22 750	29 301
Lithuania*	27 669	17 389	15 699	27 255
Romania**	1 7132	23 993	24 814	21 584
Gr. Britain and N. Ireland	4 4667	20 848	20 605	18 039
Estonia*	25 028	19 367	16 527	17 815
Spain	16 958	11 990	9 767	15 468
Belgium	103 920	140 876	27 673	13 627
Bosnia-Herzegovina	7 567	8 141	13 120	12 676
Canada	17 890	10 008	8 220	11 843
Netherlands	13 551	8 673	4 656	11 416
France	6 082	4 301	4 397	7 022
Finland	4 622	6 535	13 816	4 958
Malaysia	351	1 642	4 193	3 225
Indonesia	2 769	2 670	2 370	2 409
India	5 173	3 456	1 098	2 044
Austria	11 519	16 640	4 527	1 938
Slovenia*	39 975	17 234	3 998	1 773
Bulgaria**	2 580	3 657	1 475	1 579
Switzerland	0	9	521	1 552
U.S.A.	2 452	1 331	1 418	1 032
Latvia*	4 120	6 511	2 820	1 009
Taiwan	1732	978	415	893
Brasilia	2 641	4 280	2 313	554
Croatia	1 392	0	166	404
Thailand	8 973	13 605	2 993	354
Australia	152	153	320	339
Korea, South	282	391	412	253
Hong Kong	142	208	264	185
Japan	26	118	131	167
Luxemburg	0	1	1 501	104
Serbia	0	0	704	69
Slovakia*	14 414	5 107	52	35
Tunisia	0	0	0	30
Vietnam	113	123	1 557	25
Bangladesh	0	11	4	19
Jordan	0	0	0	4
Chile	9	0	0	3
Kuwait	0	0	0	2
Mexico	10	0	0	2
Argentina	0	0	0	1
Israel	0	4	0	1
New Zealand	0	0	16	1

* joined the EU in May 2004

** joined the EU i2007

Table 9a: Import of furniture parts made of metal, not aimed for seating

CN 94.03.90.10	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	328 270	437 104	496 540	807 740
Austria	26 108	28 849	33 747	165 981
Germany	36 770	90 423	102 445	154 743
China	79 132	72 598	76 605	82 358
Poland*	4 626	9 225	15 782	75 685
Denmark	74 094	59 272	63 273	61 493
Slovakia*	3 293	7 853	29 805	45 792
Lithuania*	13 728	2 4721	30 423	44 632
Taiwan	8 147	8 313	12 996	27 654
Estonia*	736	984	1 062	21 246
Finland	15 293	23 073	26 016	19 605
Netherlands	614	3 805	10 604	17 462
Italy	13 765	12 711	14 465	16 349
Bulgaria**	5 002	7 280	12 739	16 257
Gr. Britain and N. Ireland	13 100	38 028	16 822	12 940
Norway	5 325	5 612	8 734	8 739
Slovenia*	10 343	13 183	14 879	7 019
Thailand	5 136	6 707	6 012	6 100
Vietnam	1 022	1 446	1 686	3 797
Latvia*	3 038	5 585	3 031	3 502
Malaysia	421	603	444	3 357
Hong Kong	631	3 935	4 301	3 194
Czech Republic*	713	806	1 037	2 987
Spain	1 335	2 831	1 153	2 208
France	1 285	3 648	2 154	1 663
Switzerland	1 236	1 357	680	1 270
Korea, South	0	0	118	302
Brasilia	0	0	744	259
India	7	453	12	246
Belarus	0	0	1	242
U.S.A.	786	1 236	1 831	131
Singapore	0	0	9	126
Greece	437	231	217	101
Portugal	42	142	44	75
Romania**	29	10	0	70
Serbia	0	0	0	41
Hungary*	101	30	10	29
Indonesia	10	62	367	25
Morocco	0	0	38	19
Belgium	284	1 702	689	16
Arab Emirates, United	0	0	0	12
Japan	1	44	4	4
Canada	1	0	1	4
Australia	13	0	1	2
Kuwait	0	0	0	2
Mexico	0	0	0	1
Turkey	70	301	220	1

* joined the European Union in May 2004

** joined the European Union 2007

Table 10a: Import of furniture parts of wood, not for seating

CN 94.03.90.30	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	605 280	756 715	900 606	875 969
Italy	71 122	113 797	137 908	125 352
Finland	13 501	28 718	104 339	125 292
Poland*	63 616	73 837	39 065	100 452
Denmark	62 809	75 806	85 909	83 420
Czech Republic*	22 879	24 427	41 171	56 598
Slovakia*	37 683	38 914	38 559	56 232
Germany	22 981	34 798	42 490	45 977
Estonia*	40 014	50 577	56 995	43 366
Lithuania	32 893	39 110	49 666	41 366
China	20 056	15 933	26 645	30 840
Hungary*	49 537	42 711	27 274	25 705
Spain	19 419	17 173	24 406	23 805
Latvia*	19 646	20 481	23 112	19 652
Austria	78 551	112 271	139 931	15 229
France	12 577	10 931	9 100	13 860
Norway	5 458	8 820	12 463	13 615
Belgium	4 089	6 604	5 270	10 233
Slovenia*	5 494	7 637	4 714	7 711
Russia	9 687	16 082	11 203	7 697
Bulgaria**	1 592	7 003	4 081	5 989
Romania**	2 543	2 678	3 371	5 473
Ukraine	773	3	531	3 530
Bosnia-Herzegovina	184	429	3 925	3 413
Gr. Britain and N. Ireland	765	1 737	2 445	3 340
Croatia	149	340	252	2 648
Thailand	2 390	2 034	1 804	1 687
Netherlands	2	243	257	1 416
Hong Kong	12	199	285	396
Belarus	0	0	180	313
Indonesia	132	42	331	290
Taiwan	238	217	203	237
Switzerland	46	54	63	231
Malaysia	3 058	1 649	17	191
Macedonia	0	35	73	90
Canada	681	0	4	76
India	0	17	79	75
Serbia	0	511	1 372	63
Arab Emirates, United	0	0	1	52
U.S.A.	28	60	38	30
Ireland	189	0	0	10
Lebanon	0	0	0	10
Philippines	0	0	0	7

* joined the European Union in May 2004

** joined the European Union 2007

Table 11a: Import of parts aimed for furniture, not made of metal and wood, and not meant for seating furniture

CN 94.03.90.90	2003	2004	2005	2006
Country	1000 SEK	1000 SEK	1000 SEK	1000 SEK
Total	151 297	160 607	182 408	203 039
Italy	37 731	50 207	48 863	43 180
China	6 901	10 440	20 850	23 599
Germany	14 469	19 835	19 675	19 761
Denmark	22 803	19 432	23 172	16 945
Taiwan	6 040	6 371	6 698	14 942
Norway	5 160	7 126	6 395	13 847
Slovenia*	2 828	3 481	5 185	13 476
Czech Republic*	538	32	4 378	10 545
Austria	1 683	3 943	4 845	7 252
Slovakia*	8 575	5 992	12 131	5 395
Lithuania*	6 537	8 773	651	4 842
Spain	2 383	2 728	3 638	4 793
Thailand	3 141	1 220	7 051	4 400
Gr. Britain and N. Ireland	1 017	1 718	6 402	3 290
Finland	4 510	2 780	2 078	2 652
Poland*	8 550	6 230	3 454	2 269
Hungary*	1 044	1 917	707	2 219
India	36	153	319	1 859
France	2 117	1 110	1 454	1 686
Vietnam	0	457	183	1 188
Belgium	43	205	627	990
Korea, South	95	5	0	750
Estonia*	11 486	3 847	892	676
Bulgaria**	245	48	30	602
Netherlands	871	64	127	474
Portugal	0	0	0	341
Hong Kong	487	869	313	190
U.S.A.	116	590	1 514	154
South Africa	13	0	0	148
Brasilia	0	0	29	125
Indonesia	184	24	40	114
Switzerland	142	69	518	102
Turkey	778	344	82	46
Belarus	0	0	0	40
Morocco	0	6	0	33
Philippines	39	18	0	24
Ireland	0	0	25	24
Romania**	72	225	4	22
Sri Lanka	0	1	0	13
Egypt	0	0	0	10
Liechtenstein	0	0	0	7
Croatia	10	12	5	5
Arab Emirates, United	0	0	10	3
Japan	4	72	2	3
Russia	197	20	3	1

* joined the European Union in May 2004

** joined the European Union 2007

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 three Scandinavian countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Denmark, Norway and Sweden who have jointly published "Exporting to Scandinavia - a guide for exporters from developing countries".

Inhabitants:	Denmark	5.4 million
	Norway	4.7 million
	Sweden	9.1 million



Denmark

The Danish Import Promotion Programme (DIPP) 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 DIPP is to assist exporters/producers in Africa, Asia and Latin America to enter the Danish market.

At DIPP's website www.dipp.eu you can read more about DIPP 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 / DIPP
Boersen, Slotsholmsgade
DK-1217 Copenhagen K, Denmark
Phone: +45-3374 6000
Fax: +45-3374 6080
E-mail: dipp@danskerhverv.com
Internet: www.dipp.eu

Norway

Department of international trade cooperation (DITC), is established according to an agreement between NORAD (Norwegian Agency for Development Cooperation) and HSH (Federation of Norwegian Commercial and Service enterprises). DITC is integrated in HSH - but is fully sponsored by NORAD. DITC promotes imports from developing countries.

From the website www.hsh-org.no you can read more about the programme. Through the website you can also access a database where suppliers in developing countries interested in the Norwegian market can register. Studies of the Norwegian market for specific sectors can be downloaded from the website.

Contact details:

HSH – Department of International Trade Promotion
P.O. Box 2900 Solli,
NO-0230 Oslo, Norway
Tel: +47-2254 1700
Direct tel: +47-2254 1752
Fax: +47-2256 1700
E-mail: edg@hsh-org.no
Internet: www.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 programme is funded by the Swedish International Development Cooperation Agency (Sida) and the Swedish Chambers of Commerce.

Contact details:

Swedish Chambers of Commerce
Trade Promotion
PO Box 16050
SE-103 21 Stockholm, Sweden
Phone: +46-8-555 100 00
Fax: +48-8-566 316 30
E-mails: tradeoffice@chamber.se
tradeoffice@chambertrade.com
Internet: www.cci.se/trade

Swedish Chambers of Commerce
Trade promotion
PO Box 160 50
103 21 Stockholm, Sweden

Phone: + 46 (0)8 555 100 00
Fax: + 46 (0)8 566 316 30
www.cci.se/trade
www.chambertrade.com



Swedish Chambers