TEAM SWEDEN – FOR EFFICIENT EXPORT
TEAM SWEDEN – PROVIDING EFFECTIVE EXPORT SUPPORT

Swedish exports are one of the Government’s focus areas and are an important part of getting more people in work and safeguarding Swedish welfare. Team Sweden will help make entry into the export market clear and simple for interested Swedish companies. It’s a way for the Government to make use of coordinated and effective export support to help businesses that want to set up operations abroad. This export support includes advisory services, financing, marketing and the long-term promotion of Sweden. Another task for Team Sweden is to regularly evaluate public promotion activities so that the most effective methods are always chosen.

FOCUS FOR TEAM SWEDEN:

• exchange experiences on different promotion activities;
• identify Swedish solutions and systems that can be marketed internationally;
• recommend and coordinate special measures; and
• conduct an ongoing dialogue with the business sector

CUSTOMISED TEAM FOR PROMOTING EXPORTS

Team Sweden stands ready to help businesses. It is an umbrella made up of public authorities, government agencies and companies that all work to promote Swedish exports abroad. Also participating are those ministries that have the greatest importance to the promotion of Swedish exports. At home, Team Sweden is led by the Ministry of Enterprise and Innovation’s State Secretary with responsibility for trade and promotion.

Abroad, there are local Team Sweden groups led by Sweden’s ambassadors around the world. Swedish promotion organisations on the ground in each country also participate in these local teams. Examples include Business Sweden, Visit Sweden, local Swedish business associations and chambers of commerce.

There are also sectoral and country-specific Team Sweden groups. Examples of sectors include environmental technology, life sciences, innovation, energy, and examples of countries include India, China and Brazil. Each year, the Prime Minister or the Minister for Enterprise and Innovation leads some Team Sweden delegations in cooperation with the business sector.

TEAM SWEDEN TODAY:

Current members of Team Sweden are: Business Sweden, Swedish Institute, VisitSweden, ALMI, Growth Analysis, Swecare, Swedish Agency for Economic and Regional Growth, Swedish Board for Accreditation and Conformity Assessment, Swedish Customs, Swedish Energy Agency, Swedish Environmental Protection Agency, Swedish Environmental Research Institute, Swedish Export Credit Corporation, The Swedish Export Credits Guarantee Board, The National Board of Trade, Vinnova, Ministry of Culture, Ministry of Education and Research, Ministry of Enterprise and Innovation, Ministry of the Environment, Ministry of Finance, Ministry for Foreign Affairs, Ministry of Health and Social Affairs. The composition of Team Sweden may change over time.

SECRETARIAT

A secretariat for Team Sweden matters has been set up at the Ministry for Foreign Affairs Department for the EU Internal Market and the Promotion of Sweden and Swedish Trade.

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