Session 3 – Workshop on:

TRADE AND TECHNOLOGY

TRANSFORMATION THROUGH TECHNOLOGY
THE SWEDISH TRADE COUNCIL

Presentation at the 6th World Conference of Trade Promotion Organizations
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PRESENCE WITH 54 OFFICES AROUND THE WORLD  
- where business opportunities are

Currently 500 employees, 370 based abroad
Turnover for 2006: 538 MSEK (75 MUSD)
Owned by Government and Private sector on 50-50 basis
TRANSFORMING STC TO A PROFESSIONAL SERVICE PROVIDER
- moving from product to client focus with the help of technology

- Launch of export promotion event database
- Launch of a new business system
- Launch of a R&I unit
- Launch of a knowledge mgmt system
- Launch of an improved CRM system
- Development of consulting guidelines
- New marketing plan
- New recruitment strategy
WITH THE RIGHT KIND OF INTERNATIONAL CONSULTING EXPERIENCE WE BUILT A MORE SYSTEMATIC AND PROFESSIONAL METHOD TO ASSIST OUR CLIENTS
A PLAN TO REACH OUT TO MORE COMPANIES WAS LAUNCHED
- from information to inspiration

Ads

Internet with movies and a lot of cases

Big events
OUR INTRANET IS THE PORTAL TO ACCESS OUR TOOLS THAT IS THE KEY TO WORK EFFICIENTLY

Let's take a look at some of our tools.
THE CRM SYSTEM HELPS US TO COORDINATE OUR CLIENT INTERACTION
A KNOWLEDGE MANAGEMENT SYSTEM HELPS US TO RECYCLE OUR KNOWLEDGE, AVOIDING RE-INVENTION OF THE WHEEL
A DATABASE COMPILING OUR KNOW-HOW ON HOW TO MAKE SUCCESSFUL PROMOTION EVENTS
- a tool to co-ordinate 300-400 events per year
A NEW BUSINESS SYSTEM WILL HELP US TO IMPROVE PRODUCTIVITY AND PROFITABILITY THROUGH BETTER CONTROL OF OUR PROJECTS
TECHNOLOGY HAS HELPED US:

- IMPROVE OUR TOOLBOX
- USE OUR RESOURCES MORE EFFICIENTLY
- BE INCREASINGLY PROFESSIONAL

IN ORDER TO

BE BETTER EQUIPPED TO ASSIST OUR CLIENTS IN REALISING THEIR FULL POTENTIAL ON EXPORT MARKETS