



Session 3 – Workshop on:

TRADE AND TECHNOLOGY

TRANSFORMATION THROUGH TECHNOLOGY THE SWEDISH TRADE COUNCIL

Presentation at the 6th World Conference of Trade Promotion Organizations

Buenos Aires, 12-13 March

Anna de la Cruz Selander, Trade Commissioner

Swedish Trade Council, Buenos Aires





PRESENCE WITH 54 OFFICES AROUND THE WORLD where business opportunities are

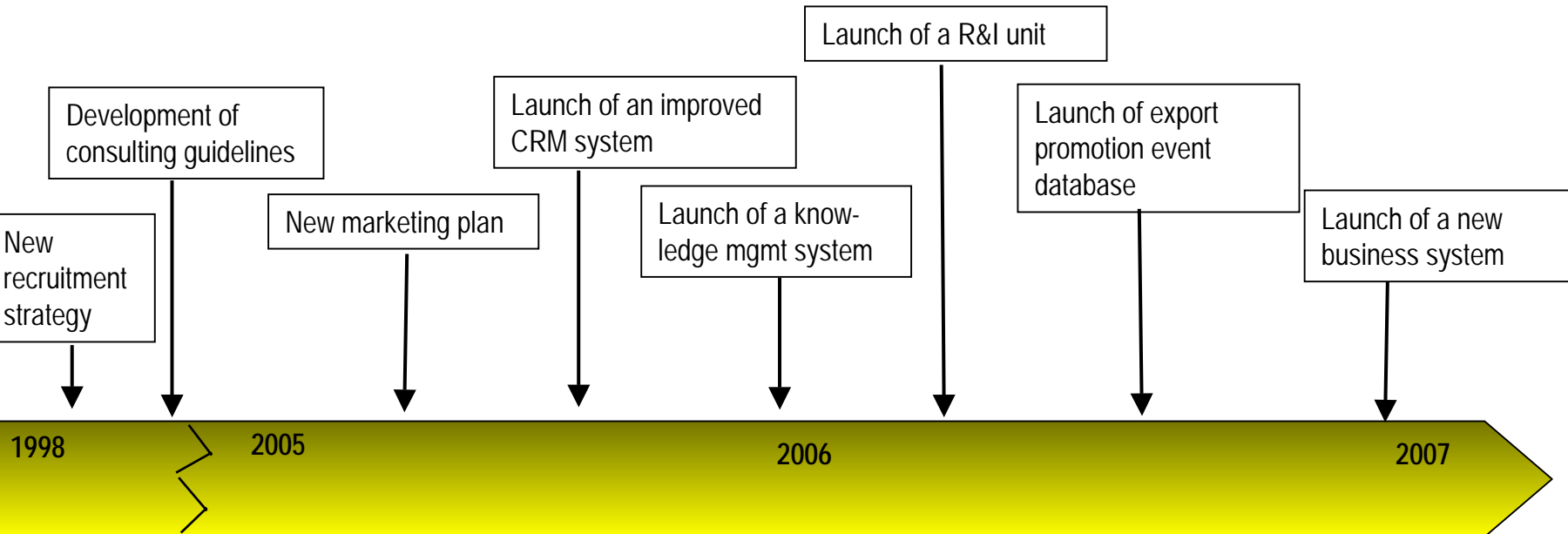


Currently 500 employees, 370 based abroad
Turnover for 2006: 538 MSEK (75 MUSD)
Owned by Government and Private sector on 50-50 basis



TRANSFORMING STC TO A PROFESSIONAL SERVICE PROVIDER

moving from product to client focus with the help of technology





WITH THE RIGHT KIND OF INTERNATIONAL CONSULTING EXPERIENCE
WE BUILT A MORE SYSTEMATIC AND PROFESSIONAL METHOD TO
ASSIST OUR CLIENTS

EXPORTRADET
SWEDISH TRADE COUNCIL

CONSULTING GUIDELINES Version 3.0

Prospect & Sell Submit Proposal Manage Project Create Report Communicate Findings Add-on sales

Main document

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March 2006



PLAN TO REACH OUT TO MORE COMPANIES WAS LAUNCHED

from information to inspiration



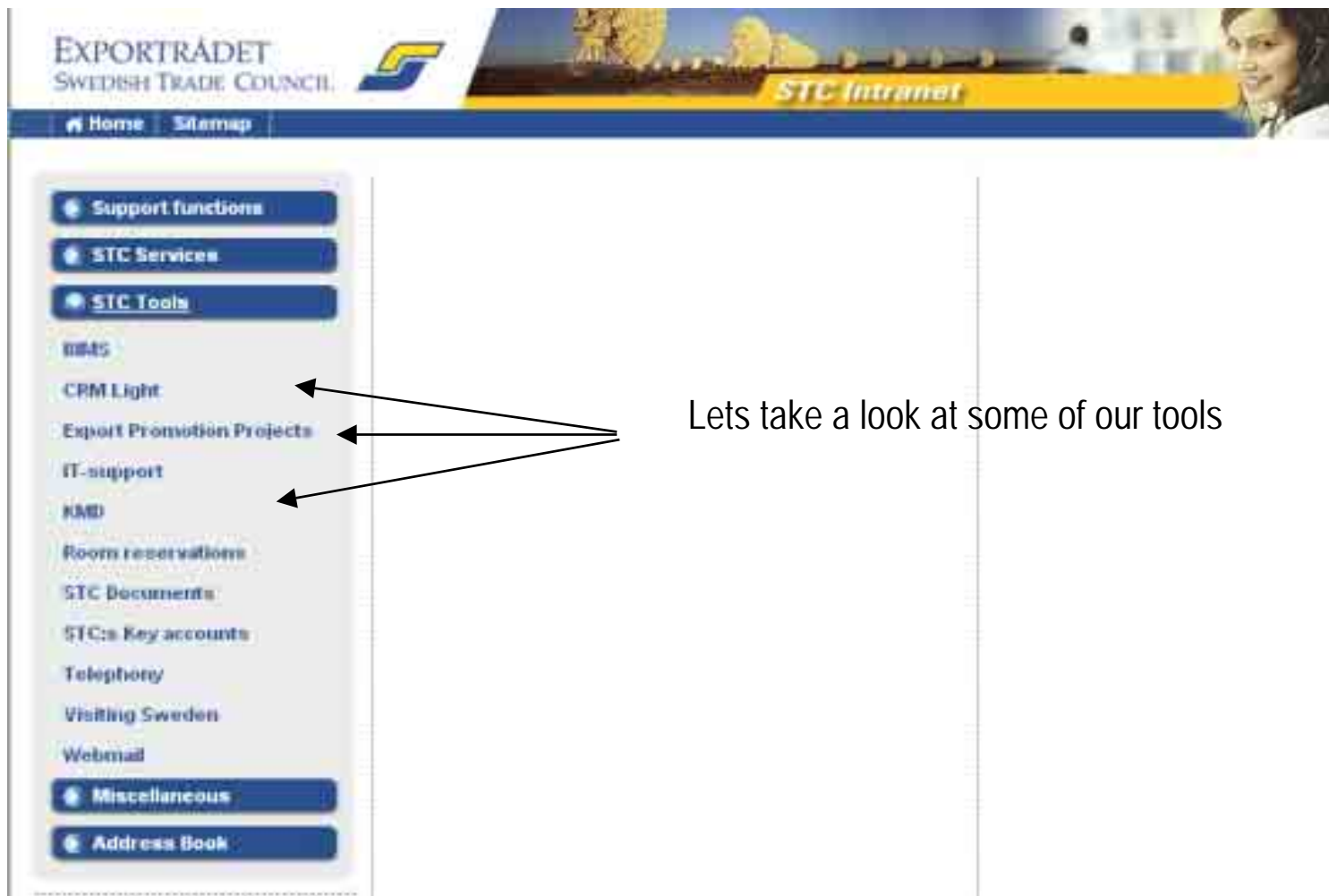
Internet with movies and a lot of cases

big events





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



Lets take a look at some of our tools



THE CRM SYSTEM HELPS US TO COORDINATE OUR CLIENT INTERACTION

EXPORTRADET SWEDISH TRADE COUNCIL  STC CRM Light [Sign out](#)

My Profile **Office Profile** Search

Company: PacketFront Sweden AB City: KISTA Country: Sverige Client No: 112666 Status: Active Companies: 1 (1)

General info | STC Relations | Contacts | Business profile | Activities | Sales processes | Office Specific

Activity type: All
Sales Process: All Show BIMS: Date: From To

Show Clear Notice

DEDICATED KEY ACCOUNT MANAGER FOR PACKETFRONT IS CARSTEN GRÖNBLAD. ALL CONTACTS WITH PACKETFRONT SHALL GO THROUGH CARSTEN.


Activities

Date	Activity Type	CostCenter	Responsible STC	Sales Process	Contacts
2006-10-24	Business	Berlin, Exportkonsulting	Sofie Mannerstråle	US INC	Jurgen Persson
2006-10-04	Business	Wien	Carsten Grönblad	US INC	
2006-09-28	Sales contact	Athens	Chris Söderman	- Unspecified -	Michael Engström
2006-09-27	Sales meeting	Lissabon	Hanna Nikolausson	- Unspecified -	
2006-09-20	Quotation	Wien	Carsten Grönblad	US INC	
2006-09-19	Quotation	Stockholm, Region Asien	Jan-Ove Wallberg	- Unspecified -	
2006-08-30	Quotation	Sydney	Måns Alfvén	- Unspecified -	Jurgen Persson
2006-07-07	Business	Berlin, Exportkonsulting	Sofie Mannerstråle	US INC	

New



KNOWLEDGE MANAGEMENT SYSTEM HELPS US TO RECYCLE OUR KNOWLEDGE, AVOIDING RE-INVENTION OF THE WHEEL

EXPORTRADET
SWEDISH TRADE COUNCIL 

Search for a document

ID No

Free text search in description field

From date:

To date:

Industry:

Project type:

Markets concerned:

Type of document:

Client No: Client Name: [Search in STC CRM](#)

Project Manager:

Responsible Office:



DATABASE COMPILING OUR KNOW-HOW ON HOW TO MAKE SUCCESSFUL PROMOTION EVENTS

a tool to co-ordinate 300-400 events per year

EXPORTRADET SWEDISH TRADE COUNCIL Home Help Up to 5TC Documents

Export Promotion Projects

2007 Example promotion package

Name	Type of Activity	Activity part of project	The activity in Sweden or locally?	Country	Industry/ Sector	Start Date	End Date	Contact person	Status
	Seminar	Panel Discussions and Conference about Good Corporate Governance	Locally	Turkey	Business/Finance	1/31/2006	11/14/2006	Sevil Özmen	Plan
	Seminar	Swedish music industry - promotion event	Locally	Greece	Other	2/6/2006	7/31/2006	Chris Söderman	Plan
	Other	Medtech study on India	Locally	India	Health Care	2/23/2006	5/5/2006	Bengt Johansson	Plan
	Seminar	Swedish e-health seminar and match-making	Locally	Canada	IT, Telecom	3/14/2006	3/16/2006	Mikael Vahlquist	Plan
	Seminar	Business opportunities Environmental technology in South China	Sweden	China	Environment	3/20/2006	3/24/2006	Rickard Danielsson	Plan
	Seminar		Sweden	China	Health Care	3/21/2006	3/21/2006	Rickard Danielsson	Plan
	Seminar	Swedish food in Hong Kong	Sweden	China	Food	4/1/2006	4/1/2006	Rickard Danielsson	Plan



NEW BUSINESS SYSTEM WILL HELP US TO IMPROVE PRODUCTIVITY AND PROFITABILITY THROUGH BETTER CONTROL OF OUR PROJECTS

Navigation: [Home](#) / [Search](#) / [Project](#) / IS

Until period: 200609 Customer: Cost center: Buenos Aires
 Project leader: Start: 2006-10-13
 Project type: End: 2006-11-30

Project: 5551001 Delegation tour Argentina

Description	PROJECT BUDGET		PERIOD (200609)		THIS YEAR		TOTAL		FORECAST	
	Amount	Hrs	Amount	Hrs	Amount	Hrs	Amount	Hrs	Amount	Hrs
Internal revenue	100	0,0	0	0,0	0	0,0	0	0,0	100	0
Revenue	100	0,0	0	0,0	0	0,0	0	0,0	100	0
Travel cost	-35	0,0	0	0,0	0	0,0	0	0,0	-35	0
Other external services	-15	0,0	0	0,0	0	0,0	0	0,0	-15	0
PGS	-50	0,0	0	0,0	0	0,0	0	0,0	-50	0
Contribution 1	50	0,0	0	0,0	0	0,0	0	0,0	50	0
Standard cost, debit	-36	30,0	0	0,0	0	0,0	0	0,0	-36	30
Result	14	30,0	0	0,0	0	0,0	0	0,0	14	30



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

