Swedish case

- Swedish Foreign Trade Association
- Swedish Government
- Swedish Trade Council

- Good cooperation!
Swedish case

- Justifications for investing in promotion:
- Market imperfections – some services and info not available on market
- Competition – everyone else…
- Small country – exports imperative
Swedish conclusion

- Yes - export promotion is a good investment!
- $1 promotion → $20 exports in 4 years
Swedish experience

- Private/public partnership essential
- Offices abroad the real strength
- Demand is essential
- But inspiration also important –→ regional presence at home
- Cost sharing important
- Gov´t part of financing now less than companies´
- Gov´t money to small firms and difficult markets
Some negatives

- Splitting up of gov’t resources no good
- Sector programs not always successful
Future

- New government may consider other investments...