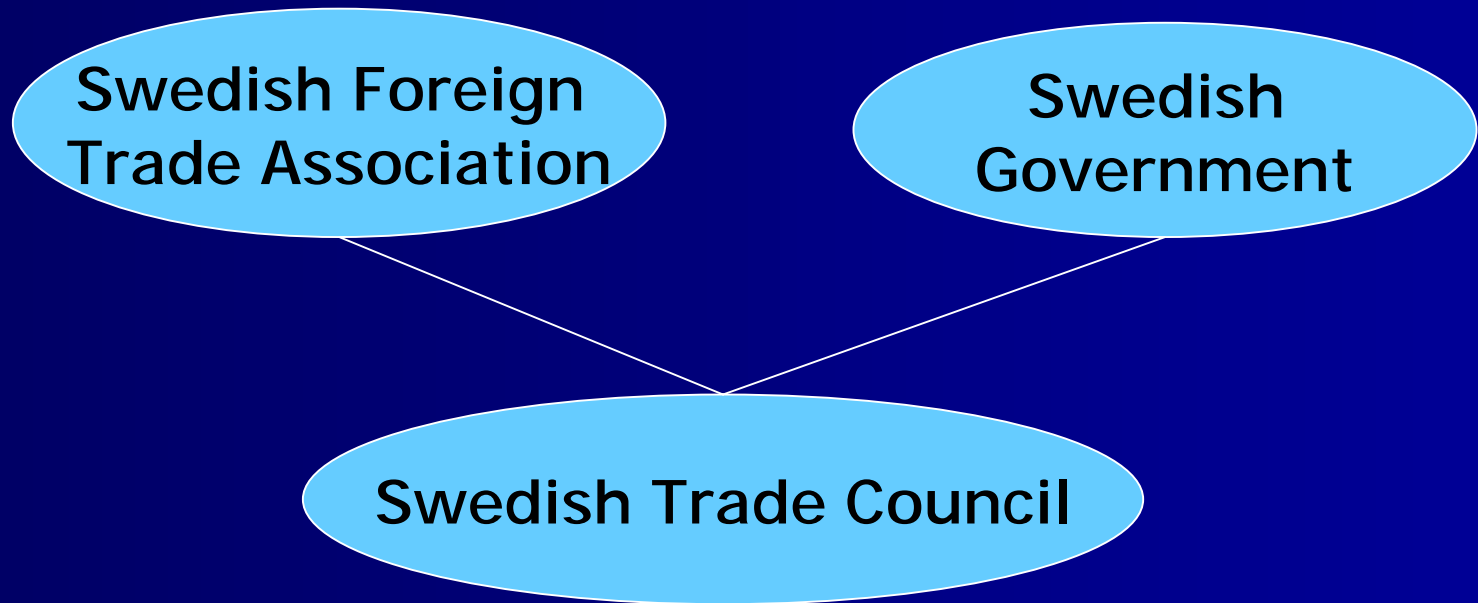


# Swedish case



■ 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...