

## Investment Promotion at Business Sweden

Business Sweden is the official Swedish Trade and Investment Council. We help international companies develop successful business operations in Sweden by providing strategic advice, information and hands-on support. We are a partner from initial evaluation of growth opportunities to final establishment, strategic partnership or capital investment.

**14 000**

foreign owned  
companies in  
Sweden

**20%**

of the total  
private  
workforce

**50%**

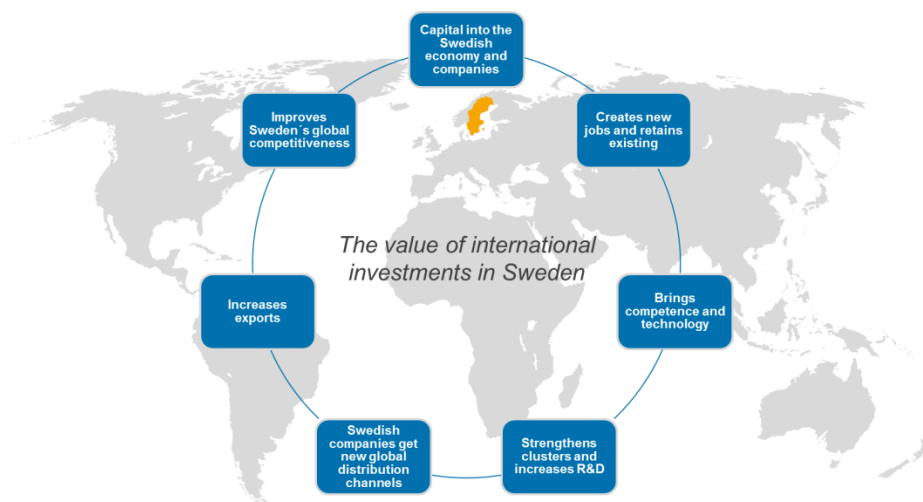
of Swedish  
exports

**35%**

of total private  
R&D  
investments

We have approximately 50 international offices globally and a central investment advisor team in Sweden, as well as close collaboration with regional investment promotion agencies and national actors that are key players in operations related to investment promotion. This leads to a more synchronised and effective investment process and allows us to facilitate the establishment and growth of international business in Sweden.

Foreign direct investments contribute to economic growth and strengthen the Swedish industry cluster through new jobs, services and products, as well as by providing capital, skills and technology transfer, and international distribution channels for domestic companies.



### Our strategic direction:

We work with investment opportunities that contribute to strengthening Sweden's competitiveness and position globally. This includes proactively targeting:

- Competence driven investments
  - Life Science
  - ICT
  - Tech Startups / VC
- Resource driven investments
  - Bioeconomy & Materials
  - Data centers
  - Automotive / e-mobility
  - Manufacturing
- Market driven investments
  - Retail
  - Infrastructure & Construction

### Our services:

- Market and industry insights
- Business opportunity identification
- Partner search and matchmaking support
- Establishment support
- Access to business networks
- Site selection