

Opening Words

How do we reduce poverty? Through trade and increased employment, which leads to economic growth.

Sweden was once a poor country and the road to success was growth through trade, innovation and accessibility. The recipe is not new but rather something that we learn from when developing the Swedish export. A survey of the winners of the Swedish Export Hermes award this year and winners from the past 30 years was presented during the World Trade Day in Stockholm on August 25. The winners were asked to share their key success factors. The answers were to focus on your products, goal and expected results and to dare to do what you want – even going so far as to say that being a little crazy can be good for business. Other success factors, according to the winners, is having the right team, being able to communicate the uniqueness of your product and building sustainable business relations. The winners – old and new - all expressed that access to market, contacts and finance have been the keys for their successful export businesses.

The trade promotion programmes in Finland, Norway, Denmark and Sweden provides access to contacts, to competence and capacity for exporters in developing world. The goal is to find new trade possibilities, open up new markets and create the prerequisites for economic growth.

In this issue of Trade Promotion Today you can read more about the CleanTech meeting point, Building a network in Indonesia, creating new opportunities for Ethiopia and much more.

*Sofie Wikander
The Swedish Chambers*

Focus on Indonesia



The Swedish Chambers were present during an intensive week in Indonesia that started off with discussions and training on Creative Economy. The launch of Indonesia's first ever fashion week was held and the week ended with the participation in a talkshow on Indonesia's largest TV-channel.

Focus on Creative Economy

35 of the staff at the Directorate General of National Export Development of Indonesia took part in a workshop on August 16. The day focused on Creative Economy, Capacity Building and Networking with the aim of providing tools and new ideas to staff, enabling them to start working on the important task of identifying and structuring the export promotion of Indonesia's creative sectors.

Indonesia Fashion Week – vice minister on catwalk

The launch of the first Indonesia Fashion week took place on August 17. The launch not only showed the determination for the growth of an aspiring industry but also the support for the fashion industry of Apindo and the Indonesian Ministry of Industry – with the minister himself on front-row and the vice minister on the catwalk.

Partners, contacts and promotion

Apindo, the long-term partner of the Swedish Chambers in Indonesia, have been crucial for the projects carried out in the

country. Apindo, an organisation that covers all regions in Indonesia and has more than 12,000 member companies, have been the gateway to the Indonesian market for Swedish Chambers. A successful project focused on building commercial relations between the Swedish and Indonesian garment industry has already been carried out. Now, further discussions are taking place for a fruitful future focused on establishing contacts and creating competence but also on the capacity amongst the Indonesian SMEs. Apindo has agreed to renew the Memorandum of Understanding that was signed in 2009 and will continue to be the most important contact point for the Swedish Chambers in Indonesia.

During a meeting with the Swedish embassy in Jakarta, Apindo and Swedish Chambers were assured of the continuation of the support from the Swedish government focusing on private sector development and trade. Last but not least, Apindo ensured a slot on the international news talkshow on MNC, the largest television network in Indonesia. The topic was International revenues, SMEs and how to grow on the international market.

More info can be found on our website, www.swedishchambers.se

The Swedish Chambers

Danida Business Partnerships - with an increased focus on job creation and value for society

**DANIDA
BUSINESS**

PARTNERSHIPS

Danida has per August 8 2011 launched its new Danida Business Partnerships. The Danida Business Partnerships offers new opportunities for support to business development in developing countries. Its aim is to support sustainable development and contribute to poverty reduction in some of the world's less developed countries. This objective will be pursued by creating growth and employment in Danida partner countries.

Danida believes that the way to achieve this objective is to transfer knowledge and technology from Danish partners to local partners. This includes improvement of working and living conditions of the poor and of enhancing the competitiveness of local enterprises. This will be done by supporting establishment of partnerships that create value for companies, including substantial creation of new, decent jobs, while at the same time add overall value to the local society.

Danida Business Partnerships is open for participation of a wide range of potential partners. However, a partnership must as a minimum include at least one private company from Denmark and one local partner. If it is considered an advantage for the implementation

of partnerships' business model, partnerships may also include more local and Danish companies, local and Danish civil society organisations (NGO's), research institutions and/or other types of partners (i.e. public institutions, local authorities, parastatals etc.).

Danida Business Partnerships has replaced the B2B and IPD Programme as part of the implementation of Danida's new policy on "Growth and Employment".

Based on experience from the former programmes and companies' increased focus on CSR and adding value to society, Danida Business Partnerships offers more flexibility in relation to types of activities and partnerships that may qualify for support. Danida Business Partnerships entails an increased focus on results and sustainability and will have higher requirements to the competences and resources of the participating partners.

More information about Danida Business Partnerships can be found on dbpartnerships.um.dk

Danida

Interview on trade opportunities in Africa

There has been a lot of focus on Africa recently and trade between Africa and Sweden is he increasing. Swedish Chambers has interviewed Mr. Roger Fransson, head of purchasing, DLH Sweden, in order to identify requirements when dealing with Africa.

DLH Sweden is marketing and distributing wooden based material both to retailers within the construction industry and directly to the industry. It is owned by DLH Group, which has sourcing- and sales offices in more than 25 countries. DLH Sweden is purchasing counter-tops in mahogany and mixed hardwood from the Ivory Coast.

What is different when dealing with the Ivory Coast?

It is always easier to deal with countries that are geographically closer to Sweden. In terms of more distant countries there is a higher risk that you won't receive exactly what you have ordered and the order is handled with less care. In addition, the circumstances have been

difficult when dealing with the Ivory Coast, due to the unrest earlier this year that resulted in sanctions and the closing of the harbor.

What is your advice to someone who would like to start trading with for example the Ivory Coast?

Keep your eyes open, visit frequently, hire a local quality controller and do business with reliable partners.

Have you noticed an increased demand from customers on products from Africa?

No, but trends are coming and going.



The Swedish Chambers Mr. Roger Fransson, head of purchasing, DHL Sweden

Awea – inspires women to become entrepreneurs

Awea - the Amhara Women Entrepreneurs Association in Ethiopia empowers women to become entrepreneurs and generate income and its way of working is a success story. The Association continues to grow and is a role model to other Ethiopian regions.



Awea was rejuvenated in 2003 and the number of members reached 60. By arranging local trade fairs in Bahir Dar, Gondar, Dessie and Derbre Markos, the Association started to grow. Today Awea has more than 3,000 member companies and four offices.

In May 2011, the Swedish Chambers arranged a workshop with Awea with the aim to capture some of the key success factors. One thing that was stressed was the close relationship with the members; almost all members take part in activities and are involved in the Association. Awea offers many training

session to members and thanks to this many women have learnt new skills. On behalf of its members, Awea is lobbying and the two most important issues are availability to credits, land and premises. Awea has secured land in three cities and is planning to construct market places where the women can produce or sell their goods/services. Although there are micro-credit institutes in the region it has been hard for the women to get loans. Therefore, Awea has started its own credits and savings instrument. Hopefully, the government can give a grant and also make loans available that match the savings of the members.

Awea has a strong Executive Committee that devotes time to develop the Association. They all run their businesses but they are willing to sacrifice business time and income for the Association. The first President Fray Shibabaw set the values – grow as a group, integrity, work together hand in hand, members' interest and trust – which have been the guiding principles. The Executive Committee focus on the future and have even discussed the next generation of the Committee i.e. their daughters!

The Swedish Chambers

Demand for Swedish CleanTech and know-how

More than 100 participating companies, diplomats and business organisations exchanged ideas, knowledge and business cards at the Chamber Academy CleanTech EXPO.

The grand hall at the Stockholm Chamber of Commerce was loud and full of activity. More than 20 Swedish CleanTech companies exhibited products and offers ranging from technical systems within energy solutions (renewable, cooling, heating), water and waste management/purification and treatment to holistic solutions.

The participants were able to sit down in individual meetings and receive information on how the Swedish CleanTech companies can address the environmental challenges. Follow-up of the event shows that the diplomats and companies were very satisfied with the number and quality of contacts established



during the event. The Swedish Chambers aim to continue with this successful event as the demand is high and results fruitful.

The Swedish Chambers

Focus on interior decoration in East Africa



A new market flash, published by the Swedish Chambers, focus on production of interior decoration products in East Africa (Uganda, Kenya, Tanzania and Ethiopia). The international interest for East Africa has increased enormously as it is a region with good prospects for growth. At the same time costs for production in, for example, Asia is rising. The local handicraft tradition in East Africa is flourishing. There is great potential for production of handmade products like baskets, scarfs and wooden carvings, to mention a few. Most of the production is organic and the material is mostly locally produced.

The Swedish Chambers

State Visit from South Africa to Norway

South Africa's President H.E. Jacob Zuma visited Norway, with a business delegation from August 30 – September 1. In his key note at the Plenary Opening of the South Africa – Norway Business Forum, the President emphasized on the strong historic links between the two countries, the positive trade development and future possibilities of cooperation.

The visit was reciprocal following a Norwegian State visit to South Africa in 2009. The President encourage the business delegation to create partnerships based on the relations established in 2009, and continue the rise of trade between South Africa and Norway. The total trade flows have increased 326% from 2005 to 2010. South Africa's exports to Norway increased as much as 561% in four years!

The South African Department of Trade and Industry hosted the, "South Africa – Norway Business Forum", including seminars within Aqua- Culture, Green Energy, ITC and tourism. The latter, "South Africa as a Tourist Destination" was held in cooperation with HSH and South Africa Tourism as counter partner. The seminar focused on how to attract more Norwegian tourists to South Africa and on what South Africa has to offer as a tourist destination. There were also roundtable discussions on how to move forward. The discussions rounded up with the following suggestions; Look at Scandinavia as one market in the same way as Scandinavian major tour operators and international travel chains and stimulate the general inter-



H.E. Jacob Zuma, President of South Africa addressing the business delegation.

est through dedicated press campaigns. Moreover, develop informative websites; health and safety are important issues for Scandinavians, include possibilities to book online, and last but not least, focus on marketing through social media.

"International tourism will increase, and new challenges will occur, however, countries with a genuine and sustainable tourist product will be the winners", said Mr. Rolf Forsdahl, Travel Director, HSH, and added that South Africa has much to offer and has every chance to become a top-of-mind travel destination.

HSH

Calendar

SEPTEMBER

6th Sep

Chamber Academy study visit to East Sweden, The Swedish Chambers

Publication of Market flash on Interior Decorating and Market guide on Footwear and Parts

16th Sep

Seminar on Promoting Partnerships between Vietnamese and Finnish Companies, organised together with EEP Mekong, IPP (Innovation Partnership Programme), Finnpartnership, Ministry for Foreign Affairs of Finland and Finpro, in Vietnam

20th Sep

Finnish-Central Asian seminar and networking event: Best practices and new technologies in the Water Sector", organized together with Finnish Water Forum, Ministry for Foreign Affairs of Finland and Finnpartnership, in Kazakhstan

OCTOBER

4th Oct

Chamber Academy breakfast meeting "Innovation Against Poverty", The Swedish Chambers, Stockholm

4th and 6th Oct

Introducing Danida Business – 4th October at Arla Foods Amba in Viby and 6th October at Siemens Denmark in Ballerup, from 12-30-16.30, Danida.

Due to end of main programme between HSH/Norad by 31.12.10, the activities will be at standstill until further notice.



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