

## Opening Words

The Swedish Chambers have been cooperating with Sida to promote trade from DAC – countries since the middle of 1990. Together with BSOs, embassies in Sweden and abroad, companies of all sizes and in all sectors over the world we have been working towards the same goal; reduce poverty through trade promotion.

Between 2009-2011, the cooperation between the Chambers and Sida has been a project of a public procurement. The agreement will end this year and I take this opportunity to thank you all for your support and cooperation. I am glad to be able to tell you that Sida will continue to support the kind of trade promotion projects that the Swedish Chambers have been carried out over the years. We have had many suggestions on how to organise trade promotion in order to reach even greater achievements. These are mainly based on assessments but also on experience sharing from many of you reading this newsletter. And I am happy to tell you that Sida really has listened to us.

Let us hope for a great trade promotion project from 2012.

*Lina Aurell*

*Swedish Chambers of Commerce*



## Current topics – innovations against poverty

40 diplomats had their breakfast at the Stockholm Chamber of Commerce on October 4 while listening to Ruth Brännvall present the Innovations Against Poverty programme.

The Innovations Against Poverty is a new Sida programme with the aim to challenge the private sector to develop products, services and business models that can contribute to the fight against poverty and climate change. The objective is to serve as a catalyst in order to develop

products, services and market systems that benefit people living in poverty, rather than helping a single company to do better business. One of the diplomats expressed:

- This initiative fits very well with the priorities in my government. I will disseminate to local entrepreneurs and entrepreneurs wanting to do business in my country.

Another diplomat expressed the importance of knowing about and how to use tools that can lead to development and economic growth.



## Greetings from the Ambassador of Zambia, Ms Anne Luzongo Mtamboh

The Embassy of the Republic of Zambia has participated in most of the activities organised by the Swedish Chambers of Commerce, such as, the CleanTech Conference in Härnösand and industrial visits to Norrköping and Linköping.

There is need to present the positive image of modern Africa in Sweden. Therefore, activities such as those by the Chambers of Commerce are crucial in achieving this objective. This is particularly important if we are to encourage the Swedish private sector to invest in Africa. Traditionally, Sweden has been instrumental in fighting poverty in Africa through development assistance. However, with the improving business conditions in Africa, private sector – private sector cooperation needs to be enhanced and organisations such as the Swedish Chambers of Commerce will play a crucial role.

*Anne Luzongo Mtamboh (Ms.)*

*AMBASSADOR OF THE REPUBLIC OF ZAMBIA*

## Business Delegation from Vietnam visiting Norway

# Hanoi Women Association of Small and Medium Enterprises

The business delegation from Hanoi Women Association of Small and Medium Enterprises (HAWASME) visited Oslo September 21-22 on their promotion trip through the Nordic countries. The Nordic tour was organised by the Embassy of Vietnam, Trade Office in Stockholm, initiating new matches between Vietnamese and Nordic businesses.

The delegation consisted of a wide variety of industries, i.e. tourism, health care, wood processing industry, jewellery, packaging and textile. Ms. Vibeke H. Madsen, CEO of Virke, The Federation of Norwegian Enterprises, welcomed the delegation to Norway and to Virke, followed by a presentation of the Norwegian market, main trading partners and consumer and buyers preferences when choosing products/ services and partner businesses.

The businesses had matching meetings at Virke, with presentations of product ranges, and visited Norwegian business. The meetings constituted several possible matches; a tailor made tour programme will be developed for the Norwegian Tour operator, for women to go to Hanoi and the surroundings, including special events and activities, encouraging exchange between Vietnamese and Norwegian women.

Further, the private Vietnamese health care company discussed the possibilities of sending Vietnamese staff to Norway for training.

The wood processing company in the industrial sector met the largest dealer in the Norwegian market of wood processing machines. The export prices seemed reasonable, however, calculations of transportation as well as the import tax in Vietnam for these machines must be obtained first. The imported machines would be distributed locally by the importer.



Opening session at Virke.

## Finnpartnership promoted its services in Vietnam

Finnpartnership organised a side-event seminar to the GreenBiz 2011 Conference on September 16, 2011 in Ho Chi Minh City. The seminar was organised together with Energy and Environment Partnership Program for Mekong region – EEP Mekong, Innovation Partnership Programme, the Embassy of Finland in Hanoi and Finpro.

The seminar provided the local private sector and business facilitators a useful opportunity to learn about Finnish business environment and the instruments supporting the private sector. Finnpartnership introduced its programme and the Matchmaking facility. With the help of the Matchmaking service Vietnamese companies can, free of charge, seek out new opportunities for cooperation and business partners from Finland.

Basic facts on the advantages of Finland as a target market as well as the strengths, expertise and innovative solutions of Finland's clean technologies were presented in the seminar. Financing opportunities provided by EEP Mekong and Innovation Partnership Programme, as well as Finnish concessional credits were introduced. These supports are expected to create a better access of the local private sector to fi-

ancing sources. Finpro presented Finnish cleantech expertise, in order to address the environmental problems in Vietnam. In the presentation of the Embassy of Finland it was emphasised that trade promotion activities are one of their priorities and the Embassy is ready to facilitate partnerships between Finnish and Vietnamese companies.

## Footwear and Parts

The market brief Footwear and Parts have been updated recently. The report covers the footwear industry in Sweden and will supply you with brief insight to neighbouring trades.

It covers the market characteristics such as market size, domestic production and exports as well as imports. Furthermore it includes information on the Swedish consumer, distribution channels and market players together with trade regulations and requirements, pricing and mark-ups.

It is easy to download from the website [www.swedishchambers.se](http://www.swedishchambers.se)

## Launching Formission, Africa range in Scandinavia!

The launching of Formission, Africa range is taking place in Stockholm, Sweden, in the fall sales period, starting on October 12. During the one month sales period, more than 220 customers from Sweden are estimated to visit the showroom.

All customers get a personal presentation of the collection and the story behind it. Further, a presentation of Trends for Spring 2012 is held everyday at lunchtime. A number of customers have always had an interest in the brand Formission, and some are still asking for some of the Vietnamese products! From the present range from Africa, the first batch of scarves from Ethiopia are soon out of stock, says Anne-Marie Wallenstam, CEO at Ceannis AB.

On November 22 there will be a press showing, with more than 250 journalists, blog writers, stylists, etc. invited. Several of the Formission

products have already been lent to journalist and stylists to be part of editorial articles and presented on "Product News" page. For instance has Dan Gordon, at the Swedish monthly magazine Sköna Hem, written about the Formission baskets in the latest edition.



*Formission baskets from Uganda*



*Formission scarves from Ethiopia*

## Finnpartnership introduced its Matchmaking service for companies in Kazakhstan

Kazakhstan has been the new key focus country of Finnpartnership since the beginning of 2011. Finnpartnership visited Kazakhstan in September and organised a seminar on "Best Practices and New Technologies in the Water Sector" in Astana. The seminar was organised together with the Finnish Water Forum, the Embassy of Finland in Astana, Cleantech Finland and Finpro. The seminar was organised in conjunction with the "Environment for Europe" conference in Astana on September 21-23. Minister of the Environment Ville Niinistö, together with Finnish companies took part in the seminar, which was organised in response to Kazakhstan's efforts to provide clean water for its citizens.

Minister Niinistö opened the seminar with welcoming words, following the opening words by Mr. T. M. Zeinullin, General Director of

Kazhydromet. Finnish companies, in the field of water supply and waste water treatment, had an opportunity to present their projects during the seminar. Also the Finnish Hydro-meteorological monitoring systems were presented.

Finnpartnership introduced the opportunities for cooperation with Finnish companies and its Matchmaking service for Kazakh companies. Finnpartnership's Matchmaking facility assists Kazakh companies in finding business partners from Finland. Many Kazakh companies as well as the representatives of government present during the seminar were interested in the cooperation possibilities and instruments provided for the private sector.

