

**SWEDEN**

**Overseas Market Introduction Service for**

**Sea Fish Industry Authority**

**OMIS SWE 433/14**

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**Date of Report:** 16 October 2014

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## CONTENTS

SUMMARY .....	3
Summary of the Enquiry .....	3
Methodology .....	3
matching profile.....	4
The Swedish Business Environment .....	4
The Seafood Sector in Sweden .....	6
Quotas.....	8
Consumer Trends .....	9
Gaps in the Market for UK Suppliers: Particular Opportunities in the retail channel for: .....	10
Doing Business Profile.....	11
The Supply Structure .....	12
Best Routes to Market .....	13
The Retail Channel (largest Retailers – ICA, Coop, etc).....	14
Swedish Seafood Importers, Distributors .....	15
Regulations and Tariffs.....	17
Labelling.....	17
VAT .....	17
Important Regulations .....	17
contacts and useful links .....	19
Governmental and Non-governmental Organisations.....	19
Trade Organisations.....	21
Trade Events.....	23
Other Useful Information.....	25
What companies should consider when doing business .....	25
Working With Sweden .....	25
Performance & Impact Monitoring Survey (PIMS).....	26

- Where a space has been provided for information but this is not filled (for instance the number of employees of a company), regrettably it has not been possible for the Embassy to find the relevant detail.
- Where the abbreviation 'AB' is used in this report, it indicates the Swedish term 'aktiebolag' which means limited company.
- UK Trade & Investment and its sponsoring Departments accept no responsibility for and do not guarantee the standing of any organisation or individual mentioned in this report.
- At the time of this report, £1 was equal to approximately SEK 11.7.

## **SUMMARY**

### **Summary of the Enquiry**

It was agreed with Seafish that UKTI will prepare a report on the Swedish fish and seafood market. The report will focus on two main sections (detailed below) as well as any other relevant information. The main focus of the report will be:

1. Matching profile, including:
  - a. Business and trade environment
  - b. The Seafood Sector
  - c. Consumer Trends
  - d. UK Share and Export Opportunities
  
2. Doing Business Profiles, including
  - a. The Supply Structure
  - b. The Retail Channel
  - c. The Foodservice Channel
  - d. Key Regulations and Tariffs
  - e. Tips and Useful links

### **Methodology**

UK Trade & Investment has prepared this report using information obtained on a selective basis from the following sources:

- Industry contacts
- Commercial and customised databases
- Internet research
- Trade associations and other relevant organisations

## MATCHING PROFILE

### The Swedish Business Environment

#### Fast Facts

Population	9.7 million
Land Area	449,964 sq. km.
Inhabitants per sq km	21.5
No. of households	4.55 million
Capital	Stockholm
Other Main Cities	Gothenburg, Malmö
Languages	Swedish
Religion	Protestant, Lutheran
Currency	Swedish Krona (SEK)
Exchange rate (Oct. 2014)	£1 = 11.7 SEK
Total GDP (2013)	SEK 3,967 billion
Real GDP Growth Rate (2013)	.9%
GDP Per Capita	SEK 312,000
Inflation (2013)	0%
Unemployment rate (2014)	8%
International Status	Member of the EU
Government Type	Constitutional Monarchy, Parliamentary Democracy
Total Food and Drink Imports (2013)	SEK 109 billion
Total Food and Drink Exports (2013)	SEK 63.4 billion
Top 3 Import Countries	Germany, Norway, Netherlands
Top 3 Export Countries	Germany, UK, Denmark

Source: Statistics Sweden

- Sweden has largely avoided the greatest pitfalls of the recession that started in 2007. Nonetheless Sweden is experiencing some economic issues. For the last few years, Sweden has been dealing with low inflation, which has at times bordered on deflation. In July 2014, the Riksbank (the national bank of Sweden), cut interest rates from .75% to .25%. Swedes also have a relatively high level of household debt to income ratio (roughly 175% in August 2014).

Despite its problems, Sweden's economic projections are relatively positive. Inflation is expected to rebound to a healthy 1.6% by the end of 2015. The unemployment rate, which at 8% is better than average in the European Union, is expected to steadily fall to 6% by 2017. Significantly, the projected GDP growth is positive over the next five years. Added to the high GDP per capita, the purchasing power of the average Swede and the steady

increases in sales, Sweden can remain an attractive place to conduct business in the near future.

- Today the foreign-born Sweden is 1.3 million, or total population, according Organisation of Economic Development (OECD). The greater than in Britain, and high as in Denmark. A total people were granted in Sweden in 2013 – a large which granted for refugee grounds.
- The main ethnic groups indigenous Swedes, ethnic Sami. The largest immigrant Finns, Iraqis, ex-Yugoslavia Iranians, Norwegians, Syrians and Turks.
- People are also emigrating: residents left the country slight decrease compared to these are Swedish-born another Nordic country or to speaking country.
- As mentioned above, has been hovering around years, though it is expected to modestly decline over the coming years. There is still high demand for skilled engineers and other scientific professions.



population of about 13% of the to the Co-operation and proportion is nearly twice as of 115, 845 residency permits and protective

include Finns, and ethnic populations are nationals, Danes, Germans,

50,715 Swedish during 2013, a 2012. Most of citizens moving to an English-

unemployment 8% the last few

## The Seafood Sector in Sweden

Rank	Name	2013 value in SEK millions	2013 quantity (thousand ton)	2012 value
1	Herring/Baltic Herring	309,786	85	243,032
2	Sprat	195,872	55.8	109,358
3	Northern Prawn	172,317	1.1	172,937
4	Sand Eel	114,518	29.1	532
5	Norway Lobster	108,083	1.2	118,494
6	Cod	95,345	8.7	154,608
7	Saithe/Coalfish	19,789	1.5	19,157
8	Silver Eel	15,054	--	13,884
9	Mackerel	9,566	2.9	7,338
10	Vendace	6,018	1.4	21,498

- The fishing industry is not a large part of the Swedish economy though it is more important in some local economies along the coasts. Recreational fishing plays a role in the local economy through purchases, holiday travel and licenses.
- Fresh seafood landing in Sweden accounts for only a portion of the domestic consumption, while imports and processing plants are important in the consumer chain.
- The volume of seafood imports for direct consumption is difficult to calculate because of re-export from Norway. Since Norway is not a member of the EU, many Norwegian companies and fishermen prefer to enter the EU market via Sweden.
- In 2013 (the latest year for complete statistics), food and drink sales rose by 3.2% in Sweden. Purchases of seafood amounts to 5% of the value of all food and drink sales.
- On a per capita basis in 2012, Swedes spend SEK 24,442 on food and drink purchases. This represents a 1.8% increase.
- The value of seafood sales increased by 8.1%, which was the largest increase within food and drink. The total turnover in 2012 was SEK 11 billion. Cost increases accounted for 2.5% of that increase, while volume was the 5.5%.

Turnover in Seafood Sales (2012)	Value in SEK
Preserved fish and shellfish/Prepared foods	5.6 billion
Fish and shellfish – frozen, chilled, fresh, dried smoked or salted	5.4 billion
Total	11 billion

- Organic seafood sales accounted for 8.1% of the overall value of the trade, which is the highest percentage of all food and drink categories. However, organic sales were only 2.1% of the volume, which is relatively low compared to other products.

- Farm raised seafood is increasing in Sweden. Fish is by far the most common farm raised sea creature, though there are companies engaged in farming crustaceans, shellfish and algae. In order to farm raise seafood, a permit from the regional government is required. To sell the farm raised fish, the farmer must receive a certificate from a qualified veterinarian stating the animals fulfil health requirements.
- Seafood consumption is an important part of Swedish holiday culture and classic dishes in Swedish cuisine. Pickled herring is eaten at every major holiday. Salmon is also typical holiday food, which can be prepared from fresh fish, though it is typically eaten smoked or cured. Cod and shrimp are found in many classical Swedish dishes. One typically Swedish dish is Surströmming (Fermented Herring) eaten from can, normally outdoors in July. Crayfish are consumed in high numbers in August when many Swedes partake in annual crayfish parties.
- There are a number of landing sites in Sweden. The most important are Gothenburg, Ängholmen, Smögen and Strömstad, which are located on the west coast. The west coast deals in significantly higher volumes of seafood landings. On the Baltic side, Karlskrona, Trelleborg, Simrishamn, Västervik and Oxelösund are the largest. The largest fresh seafood auctions are held in Gothenburg Harbour, Smögen and Strömstad. Danish harbours such as Skagen and Hanstholm are also used for landing Swedish catches.
- Some landing sites follow the Närfiskat (Locally Fished) scheme, which is an industry initiative to promote sustainable fishing. Gothenburg harbour is one such landing site. Any seafood landed there must follow the Närfiskat rules. For more information on the particulars of the rules see the section "Regulations and Tariffs" below.

### Swedish Fish, Crustacean and Mollusc Imports and Exports by Country 2012-2013

(value in SEK million)

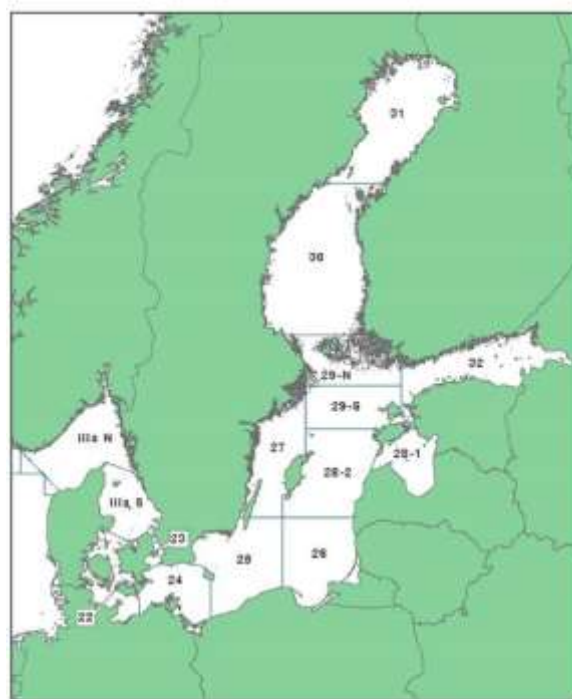
Imports	2013	2012	% Change
Norway	24,275	19,827	22.4
Denmark	1,931	1,826	5.75
China	512	516	-.77
Germany	337	196	71.9
Netherlands	309	242	27.6
Thailand	155	187	-17.1

Exports	2013	2012	% Change
Poland	5,403	3,717	45.3
France	4,748	3,972	19.5
UK	1,794	1,354	32.4
Spain	1,724	1,572	9.6
Portugal	1,612	1,940	-16.9
Denmark	1,367	1,065	28.35

- Imports from non-EU countries must have a capture certificate. Rules for where certain fish can land in Sweden may apply. For more information, please visit the Swedish Agency for Marine and Water Management's website for more specific rules. Anyone who wishes to export seafood to Sweden must have an export license from the country of origin. Similarly, the importer in question must have an import license. When seafood lands in Sweden, it can be sold at auction or directly to wholesalers or smaller retailers.

### Sweden's Quotas

Species	Area (ICES Area)	Swedish Quota	EU Quota (TAC)	Change from 2013
Herring	Bottenhavet (30-31)	33,409 ton	137,800 ton	+30%
Herring	Central Baltic (25-27, 28.2, 29, 32)	37,703	112,725 ton	+25%
Herring	Western Baltic (22-24)	3,534	19,754 ton	-23%
Salmon	Baltic (22-31)	29,856 individ.	106,587 individ.	-2%
Sprat	Baltic (22-32)	45,763 ton	239,979 ton	-4%
Cod	Western Baltic (22-24)	2,649 ton	17,037 ton	-15%
Cod	Eastern Baltic (25-32)	15,331 ton	65,934 ton	+7%
Plaice	Eastern Baltic (25-32)	184 ton	3,409	0%



80-14 Skagerrak 24 Årshavet 25-1 Ålgabukten 30 Bottenhavet  
 80-5 Kattegatt 25 Sörsjöhavet 25-2 Östra Götlands havet 31 Baltiska havet  
 22 Östhavet 26 Gdanskbukten 29-1 Nera Götlands havet 32 Finska viken  
 23 Öresund 27 Västra Götlands havet 29-2 Nera Götlands havet



- Vegetarian food: Vegetarianism has continually grown over the past decade. A March 2014 study found that 6% of all Swedes are vegetarians with a further 4% self-identified as vegan. Vegetable sales have continuously increased since 2000 and accounted for 8.7% of the total value of food sales in 2013. The vegetable assortment in Sweden’s supermarkets is still rather affected by seasonal availability of produce, though frozen vegetable options are abundant year-round.
- Ethnic Food: Swedes are known as being open-minded when it comes to trying new foods. The increase in immigration has also provided an upsurge in products from South America, the Middle East, Asia and other parts of Europe and are commonly seen on supermarket shelves. Correspondingly, there is an increasing amount of halal food available. There is a growing number of ethnic restaurants in Swedish cities and many of the most popular frozen food dishes are based on Asian and Middle Eastern recipes.
- Organic Food: The interest in and demand for organic food is also steadily increasing. In 2013, 4.1% of food and drink sales were of organic products. This represents a 2.4% increase compared to 2000. The largest increases were in sales of organic fish, fruit, coffee/tea/chocolate and vegetables.
- The following other movements/ideas/products have been noted as popular or increasingly popular: local produce, authentication, traceability, Fairtrade, carbon footprint, demand for less packaging, health foods and dieting.
- Seafood: Seafood is popular in Sweden due to its historical and cultural importance, its image as a healthy alternative and versatility in cooking. In supermarkets, seafood is more likely to be sold frozen as opposed to chilled. Almost every supermarket has a large selection of frozen seafood and only some of the larger stores will have a chilled/fresh fish counter. Smoked and preserved options are always plentiful. Fresh seafood is mostly bought in the summer in cities that have landing sites.

How Swedish Households Spend their Money (2013)

	Total	%change	Per Capita	% change	% of total
Food/Drink	213,221	3.2	22,107	2.3	12.09
Home, fashion and free-time	283,490	1.3	29,393	.4	16.07
Accommodation	462,109	3.6	47912	2.6	26.2
Café and Restaurant Visits	89,119	5.3	9240	4.3	5.05
Recreation/Culture	109320	2.6	11,335	1.7	6.2
Transportation/vehicle	200,662	-2.1	20805	-3.0	11.38
Health	42049	5.8	4360	4.8	2.38

Source: Vem är Vem

Opportunity Matrix by species

Species	Potential in Retail Market	Potential in Food Service
Salmon	M	M
Atlantic Pollack	M	M
Mackerel	L	L
Sole	M	M
Trout	M	M
Greenland Halibut	M	M
Lobster	H	M
Crab	M	M
Yellowfin Tuna	H	M
Prawn	H	H
Shark	L	L
Haddock	M	M
Cod	M	M

**Gaps in the Market for UK Suppliers: Particular Opportunities in the retail channel for:**

- Premium products including caviar
- Value added innovative products
- Lobster – most lobster is currently imported from North America. However, there are discussions in Sweden about imposing a ban on North American imports due to the North American lobster's invasion of the Swedish ecosystem. If a ban were to be imposed, there could be a relatively large whole in the market.
- Frozen meals
- Smoked products
- Organic products

## Doing Business Profile

### Overview

Sweden's business environment is modern, open and business-friendly. Skilled professionals, smooth business procedures and receptiveness to international partnerships make it an easy country in which to operate. Information is readily available, open and transparent. Starting a company in Sweden is a quick and straightforward process. Information about the process and necessary forms are readily available online and in English. International companies in Sweden often praise the quality of local advisors and business partners.

Sweden is known as a country that punches above its weight in terms of its economy and trade. With only 0.2% of the world population, the country accounts for almost 2% of world trade. It has strong international trade ties, a well-educated and skilled work force, low corporate tax rates and a user-friendly bureaucracy. Its geographical location underpins its position as a natural hub for business in the Nordic area, Baltic area and Russia.

Sweden is often perceived as a pioneer in harnessing new technologies and setting new consumer trends. Many companies therefore use Sweden as a pilot market for new products and services. There are many such examples across multiple business sectors.

Sweden regularly appears in the top ten world rankings, such as World Economic Forum's "Growth Competitive Index" and The Economist's list of the "Best place to do Business". In addition, Sweden also appears in the top ten world rankings of GDP per capita

Benefits for British businesses exporting to Sweden include:

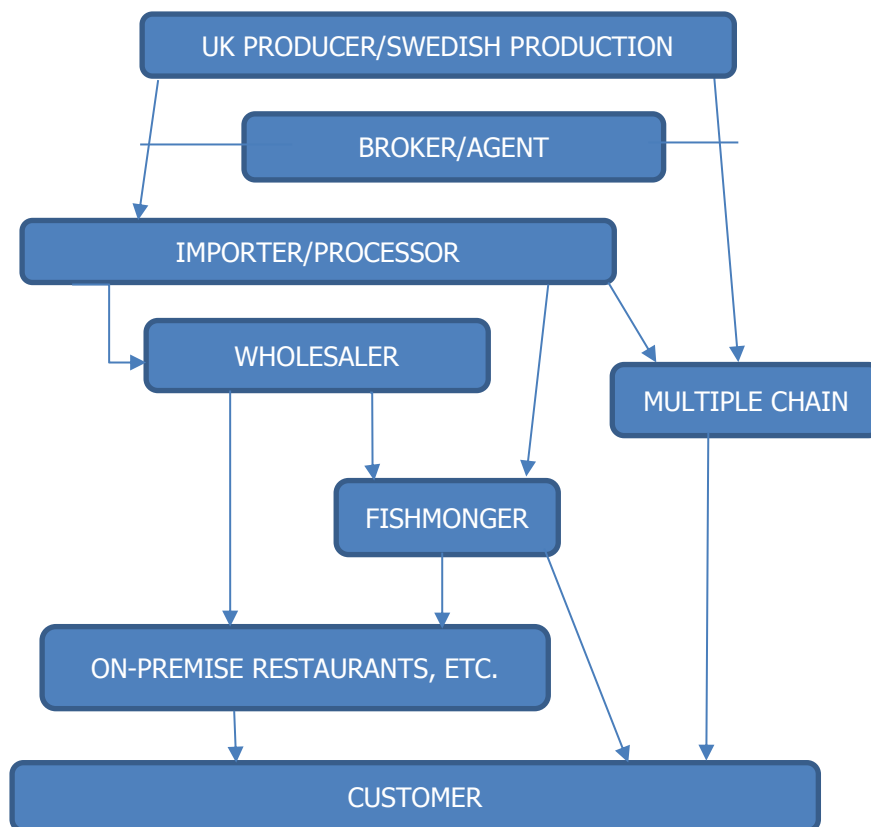
- English widely used as business language
- geographical hub in the Nordic Region
- relatively strong currency
- modern and friendly business environment

Strengths of the Swedish market include:

- stable economy
- educated and skilled workforce
- user friendly bureaucracy
- pioneer in new technologies consumer trends

## The Supply Structure

The general supply structure of Sweden's seafood sector for imports can be described as follows:



Source: Food From Britain

## Best Routes to Market

	<b>Advantages</b>	<b>Disadvantages</b>
<b>Distributor/Importer</b>	<ul style="list-style-type: none"> <li>• Marketing and selling function taken care of (sales force/merchandise)</li> <li>• Warehouse (stocks on hand) – can supply even small quantities at short notice</li> <li>• Can take advantage of distributor/importer's in place network and connections</li> </ul>	<ul style="list-style-type: none"> <li>• The distributor has several principles – your products may not get full attention all the time</li> <li>• You may not receive appropriate information (ie who buys what and when and who does not)</li> <li>• Adds cost to the price</li> </ul>
<b>Direct Approach</b>	<ul style="list-style-type: none"> <li>• You will be dealing directly with the customers</li> <li>• You will make direct deliveries</li> <li>• You will have full control over the trade and marketing expenditure</li> </ul>	<ul style="list-style-type: none"> <li>• You are away from the market place – the buyers have no direct local contact</li> <li>• No sales force/merchandise where needed</li> <li>• No local stock of products</li> <li>• Swedish retailers may be less likely to trust a foreign company that does not have an international reputation</li> </ul>

### The Retail Channel (largest Retailers – ICA, Coop, etc)

	<b>Number of Stores</b>	<b>Turnover million SEK 2013 (% change)</b>	<b>Profile</b>
<b>Ica</b> <a href="http://www.ica.se">www.ica.se</a>	1,321	101,562 (3%)	Ica is by far the largest entity in the Swedish retail market. It is operated in a franchise system with three different sized stores making up the chain.
<b>Coop</b> <a href="http://www.coop.se">www.coop.se</a>	713	42,900 (-2%)	Coop is run in a franchise basis and follows the system of having different sized stores.
<b>Axfood</b> <a href="http://www.axfood.se">www.axfood.se</a>	731	35,019 (3%)	Axfood is the owner of the Willy's and Hemköp supermarkets. Willy's, which offers more budget options accounts for much of Axfood's increase in 2013.
<b>Bergendahls</b> <a href="http://www.bergendahls.se">www.bergendahls.se</a>	157	12,991 (-1%)	Bergendahls food division owns the Swedish chain City Gross.
<b>Lidl</b> <a href="http://www.lidl.se">www.lidl.se</a>	168	6,600 (7%)	Lidl has been making inroads into the Swedish market and its affordable pricing options have been rather successful.
<b>Netto</b> <a href="http://www.netto.se">www.netto.se</a>	155	4,555 (5%)	Netto's turnover has increased in the past few years. The stores are mostly located in the south and southwest of Sweden.

## Swedish Seafood Importers, Distributors

### Lobster Seafood Sweden AB

Address: Sjöängsvägen 9, 192 72 Sollentuna  
 Web: [www.lobster.se/en](http://www.lobster.se/en)  
 Employees: 104  
 Turnover (SEK million): 1,241 (2011)  
 Date established: 1989  
 Contact: Mr. Daniel Östman, Purchaser  
 Email: [daniel.ostman@lobster.se](mailto:daniel.ostman@lobster.se)  
 Tel: +46 (0) 8 4443486 or +46 (0) 70 2636402

Profile: A wholesaler/processor that sells fresh and frozen seafood throughout Sweden. Based in Sollentuna, in the Stockholm area. Also has a wholesaler subsidiary called Sjöboden Allt i Fisk.

### Lerøy Allt i Fisk AB

Address: Fiskhamnen 11, 414 58 Gothenburg  
 Web: [www.alltifisk.se/](http://www.alltifisk.se/)  
 Tel: +46 (0) 31 857500  
 Employees: 49  
 Turnover (SEK million): 289 (2011)  
 Date established: 1987  
 Contact: Mr. Mats Holl, Purchasing Manager  
 Email: [mats.holl@leroy.se](mailto:mats.holl@leroy.se)  
 Tel: +46 (0) 31 857516

Profile: Part of Lerøy, a large Norwegian fish company

### JO Food AB

Address: Pirhus 1, Fiskhamnen, 414 58 Gothenburg  
 Web: [www.jofood.se/jofood.html?lang=en](http://www.jofood.se/jofood.html?lang=en)  
 Tel: +46 (0) 31 704 8490  
 Employees: 4  
 Turnover (SEK million): 147 (2011)  
 Date established: 1983  
 Contact: Mr. Patrik Jansson, Partner / Owner  
 Email: [info@jofood.se](mailto:info@jofood.se)

Profile: The company currently sells American lobster and other seafood.

### **Nordsjöfisk AB**

Address: Pirhus 2, 414 58 Gothenburg  
 Web: [www.nordsjofisk.se/](http://www.nordsjofisk.se/)  
 Tel: +46 (0) 31 775 5550  
 Employees: 30  
 Turnover (SEK million): 137 (2011)  
 Date established: 1949  
 Contact: Mr. Ronny Söderqvist, Purchasing Manager  
 Email: [ronny.soderqvist@nordsjofisk.se](mailto:ronny.soderqvist@nordsjofisk.se)  
 Tel: +46 (0) 31 775 5555

Profile: Sells both fresh lobster and crab and other fresh and preserved seafood.

### **Bergfalk & Co.**

Address: Hallgränd 7d, 121 17 Johanneshov  
 Web: [www.bergfalk.se](http://www.bergfalk.se)  
 Tel: +46 (0) 08 39 89 30  
 Turnover (SEK million): 137 (2011)  
 Date established: 1949

Profile: Importer and wholesaler to restaurants, hotels and pubs.

### **EKO Fågel fisk och mittemellan AB**

Address: Hallmästarvägen 10, 121 62 Johanneshov  
 Web: [www.ekofisk.se/](http://www.ekofisk.se/)  
 Employees: 27  
 Turnover (SEK million): 100 (2011)  
 Date established: 1999  
 Contact: Mr. Per Lindquist, Managing Director  
 Tel: +46 (0) 8 55613186

Profile: A wholesaler based in Johanneshov in the Stockholm area.

### **Salar Fisk & Skaldjur AB**

Address: Fiskhallvägen 4 & 8, 120 44 Årsta  
 Web: [www.salar.se](http://www.salar.se)  
 Tel: +46 (0) 8 816700  
 Employees: 9  
 Turnover (SEK million): 41 (2011)  
 Date established: 1961  
 Contact: Mr. Magnus Bergström, Purchaser  
 Email: [magnus@salar.se](mailto:magnus@salar.se)

Profile: A wholesaler based in Stockholm. Supplier to Melanders Fisk and other retailers.



## REGULATIONS AND TARIFFS

### Labelling

Sweden follows EU regulations on the labelling of food. In general, the label must be clear and easy to read. The label must be in Swedish. The purpose of the label is so that consumers can make informed decisions on how to spend their money. That means that a label must contain:

- a name understood by Swedes that does not mislead,
- a health and ingredients description, including allergy notifications
- a clearly marked 'best by date'
- the name and address of the producer, packager or seller of the product
- meat, fish and shellfish must have the location of origin – the country of origin or fishing zone

For more information visit Livsmedelsverket's homepage. Contact information listed below.

### VAT

The VAT on fish and seafood products is 25% if sold directly to the consumer.

### Important Regulations

- Organic Requirements. The organic food designation in Sweden is determined by the organisation KRAV. The organisation follows EU regulations (EG) nr. 834/2007 and (EG) nr. 889/2008. That also means that if an exporter has the same certification according to the stated regulations from another member state, then organic certification will also apply in Sweden. Only products certified by KRAV can have the 'organic' labelling (the Swedish word is 'Ekologisk') while vegetables will have a KRAV sticker. Fish and shellfish can also receive the KRAV label if certified as caught in a sustainable method. Marine Stewardship Council (MSC) certifications also apply in Sweden.
- Farm Raised Fish. In order to farm fish, crustaceans or molluscs, the grower must receive a permit from the regional government. The size of the operation impacts what type of permit and the requirements for receiving the permit. If the applicant wants to raise a species in Sweden that is not natural to Sweden's ecosystem, then the government places special requirements on the applicant. Finally, when selling farm-raised fish or seafood in Sweden, the farmer must keep a journal regarding certain aspects of the farming and get a health certificate from the regional government's veterinarian prior to entering the market. For more information, visit the Swedish EPA's website listed below.
- Importing fresh seafood to Sweden from outside the EU. If seafood is imported to the EU, a capture certificate containing, among other items, information concerning the capture method, the ship, the capture area, and the transport of the animals. The certificate must be approved by the flag location of the ship. All capture certificates will be electronically registered with the Swedish Agency for Marine and Water Management.

- Landing Harbours. There are various regulations regarding which harbour can be used by ships of certain nationalities or by ships with specified hauls. Generally ships from EU member states can land wherever there is a proper harbour. There are only regulations if, for example, the ship from a non-EU country has fresh fish or processed fish products, any ship that has more than two tons of cod caught in the North Sea, Skagerrak or Kattegatt or more than 100 kilograms of deep sea species according to EU regulations. There are other specifications as well, so it is advised to look at the Swedish Agency for Marine and Water Management's website for more details.
- Regulations for Specific Species. The Swedish Sea and Water Agency's website has up to the minute regulations for the capture and sale of specified species. As many of the regulations are temporary or in response to a particular environmental concern, the website is continuously updated. The website will also have information on fishing bans.
- Närfiskat. Närfiskat is an industry initiative ([www.narfiskat.se](http://www.narfiskat.se)), which promotes sustainable fishing through information about the origin of the fish sold and whether they come from sustainable stocks. Närfiskat builds on cooperation between the professional fishermen and fish traders, with a view to giving greater transparency for the benefit of the consumer. Certain businesses and auctions follow the Närfiskat scheme including the largest auction house, the Gothenburg Fish Auction. The scheme rules, as translate from Swedish, are as follows:
  - Fish and shellfish must be caught in the waters close to Sweden, i.e. the North Sea, Kattegatt, Skagerrak, the Baltic Sea or the Swedish lakes. This means that products will be marked with North East Atlantic – catch area 27, as well as the relevant area of the local waters.
  - Fish and shellfish must be caught within legal Swedish quotas and with approved fishing methods. Non-quota species may be included.
  - Fish and shellfish must be caught by licensed Swedish fishermen.
  - Fish and shellfish must be sold by fishermen that are authorised/registered with the Swedish Agency for Marine and Water Management (see [www.havochvatten.se/en/start.html](http://www.havochvatten.se/en/start.html)).
  - Fish and shellfish must be handled by professional fishermen, fish traders etc, who have undertaken training and signed a contract with Närfiskat.
  - Swedish farmed fish and shellfish can be included in Närfiskat.
  - Members of Närfiskat are inspected by a third party – an accredited certification organisation.
  - Documentation all the way along the chain – from catch to retailer – is required for full traceability.
  - Documentation must be available to consumers at the point of sale.

## CONTACTS AND USEFUL LINKS

### Governmental and Non-governmental Organisations

#### Business Sweden

Address: World Trade Centre, Klarabergsviadukten 70, 101 21 Stockholm  
 Web: [www.business-sweden.se](http://www.business-sweden.se)

Profile: Governmental organisation promoting Sweden as an investment location. The organisation's business specialists offer qualified advice. Based in Stockholm, it offers advice covering the whole of Sweden.

#### Jordbruksverket

(Swedish Board of Agriculture)

Address: Vallgatan 8, 551 82 Jönköping  
 Web: [www.jordbruksverket.se/swedishboardofagriculture.4.6621c2fb1231eb917e680002462.html](http://www.jordbruksverket.se/swedishboardofagriculture.4.6621c2fb1231eb917e680002462.html)  
 Tel: +46 36 15 50 00

Profile: The Swedish Board of Agriculture is responsible for issuing import and export licences related to fish to Swedish companies.

#### Livsmedelsverket (Swedish National Food Agency)

Address: Box 622, 751 26 Uppsala  
 Web: [www.slv.se/en-gb/](http://www.slv.se/en-gb/)  
 Tel: +46 (0) 18 175500

Profile: In Sweden, the National Food Agency, an autonomous government agency reporting to the Ministry of Rural Affairs, Food and Fisheries, is the central administrative authority for matters concerning food.

Sweden is divided into counties (21) and municipalities (290). Food control at the local level is the responsibility of the relevant municipal committee(s), usually the Environment and Health Protection Committee. The County Administrations are responsible for food control at farms and for co-ordinating food control within each county.

**Havs och Vatten Myndighet** (Swedish Agency for Marine and Water Management)

Address: Gullbergs strandgata 15, 411 04 Göteborg

Web: <https://www.havochvatten.se/>

Tel: +46 (0) 10-698 60 00

Profile: Havs och Vatten Myndighet is responsible for the sustainable usage of Sweden's water resources. The agency establishes guidelines for, among other things, fishing and capturing of marine animals as well as for farm-raising sea creatures. The agency also liaises with European counterparts, ensures EU regulations are fulfilled and engages in dialogue with EU to create better marine management policies.

**KRAV**

Address: Kungsängsgatan 12, 753 22 Uppsala

Web: [www.krav.se](http://www.krav.se)

Tel: +46 (0) 18-158900

Profile: KRAV is the organisation given responsibility in Sweden to assess the rules to determine which products can meet the standard for the "organic" marker. It is essentially a member organisation composed of 28 Swedish businesses and entities. The organisation does not in itself ensure the rules are followed, that is instead done by other independent organisations.

## Trade Organisations

### Göteborgs Fiskauktion

(Gothenburg Fish Auction)

Address:

Fiskhamnen, 414 58 Gothenburg

Web:

[www.gfa.se](http://www.gfa.se)

Contact:

Mr. Henrik Johansson, Manager and Auctioneer

Tel:

+46 (0) 31 420085

Profile:

The Gothenburg Fish Auction is the largest fish auction in Sweden. Its customers include around 30 wholesalers and around 100 retailers. The auction is part of the Närfiskat initiative.

### Smögens Fiskauktion

(Smögen Fish Auction)

Address:

Fiskhamnsgatan 31, 456 51 Smögen

Web:

[www.sotenas.se/fiskauktion](http://www.sotenas.se/fiskauktion)

Contact:

Mr. Anders Samuelsson, Supervisor

Tel:

+46 (0) 523 665543

Profile:

This is a smaller fish auction located in the town of Smögen in the municipality of Sötenäs, which is about 135km north along the coast from Gothenburg. Auctions are held on weekdays at 8:00. Not part of the Närfiskat scheme, but still requires traceability information.

### Strömstads Fiskauktion

(Strömstad Fish Auction)

Address:

Torskholmen, 452 31 Strömstad

Web:

[www.sfia.se](http://www.sfia.se)

Contact:

Mr. Eive Axelsson, Supervisor

Tel:

+46 (0) 526 15300 / +46 (0) 705 5535623

Profile:

This is a smaller fish auction located in the town of Strömstad which is about a 165km north along the coast from Gothenburg. Auctions are held at 7:00 each day from Tuesday to Friday. The auction is part of the Närfiskat initiative.

### Svenska Fiskhandelsförbundet

(Swedish Fish Trade Association)

Address:

Pirhus 1, Fiskhamnspiren, 414 58 Gothenburg

Web:

[www.fiskhandlarna.se](http://www.fiskhandlarna.se)

Contact:

Mr. Peter Källström, Chairman

Tel:

+46 (0) 31 144012

Profile:

Svenska Fiskhandlarförbundet is a trade association for fish traders. Its members are located throughout the country, with many from southern and western Sweden.

### **Göteborgs Fiskhandlarförening**

(Gothenburgs Fish Trader Association)

Address: Pirhus 1, Fiskhamnspiren, 414 58 Gothenburg  
 Web: [www.fiskhandlarna.se/GoteborgsFiskhandlareforening.htm](http://www.fiskhandlarna.se/GoteborgsFiskhandlareforening.htm)  
 Contact: Mr. Göran Eriksson, Chairman  
 Tel: +46 (0) 707 661336

Profile: This organisation aims to provide resources for a modern and rational fish auction, as well as own and manage its share of the auction association.

### **Fiskbranschens Riksförbund**

Address: Box 24, 451 15 Uddevalla  
 Web: [www.fiskbranschen.se](http://www.fiskbranschen.se)  
 Contact: Mr. Yngve Björkman, Chairman  
 Email: [yngve.bjorkman@fiskbranschen.se](mailto:yngve.bjorkman@fiskbranschen.se)  
 Tel: +46 (0) 522 39369

Profile: Fiskbranschens Riksförbund (FR) is a trade and industry organisation for fish in Sweden. FR's main task is to work to improve conditions in the sector as well as look after its members' interests. The members are companies active in fish-related trade – both import and export.

### **Svensk Fisk**

(Swedish Fish)

Address: Fiskhamnen, 414 58 Gothenburg  
 Web: [www.svenskfisk.se](http://www.svenskfisk.se)  
 Contact: Ms. Karin Fagerståhl, Managing Director  
 Email: [karin.fagerstahl@svenskfisk.se](mailto:karin.fagerstahl@svenskfisk.se)  
 Tel: +46 (0) 31 850054

Profile: Svensk Fisk was founded in 1968 when a number of price control organisations merged. The main idea was to create a safety net for professional fishermen regarding a minimum level for sales prices, as well as quality control of the fish caught. The organisation is also now heavily involved in providing information to the public in order to raise awareness and consumption of fish and shellfish. Its membership is made up of other fish-related organisations.

## Trade Events

### Mitt Kök (My Kitchen)

Address: Both Gothenburg and Stockholm  
 Web: <http://goteborg.mittkokmassan.se/forsta-summary-artikeln>  
 Profile: Mitt Kök is a trade show devoted to everything related to food. Visitors include actors from the food production, sales and purchasing departments to chefs and restaurant owners to kitchen equipment and supplies to the average consumer. Mitt Kök is held annually and takes place in both Gothenburg and Stockholm, usually a week apart.

### Fast Food and Café

Address: Both Gothenburg and Stockholm  
 Web: [http://www.easyfairs.com/events\\_216/fastfood-cafe-restaurangexpo-goeteborg2015\\_51811/fastfood-cafe-goeteborg-2015\\_51813/](http://www.easyfairs.com/events_216/fastfood-cafe-restaurangexpo-goeteborg2015_51811/fastfood-cafe-goeteborg-2015_51813/) (Gothenburg 2015 link)  
[http://www.easyfairs.com/events\\_216/fastfood-cafe-restaurangexpo-2015\\_41537/fastfood-cafe-stockholm-2015\\_41757/](http://www.easyfairs.com/events_216/fastfood-cafe-restaurangexpo-2015_41537/fastfood-cafe-stockholm-2015_41757/) (Stockholm 2015 link)  
 Profile: This is a trade show for suppliers in the food, restaurant, café and hotel industries. It is held annually in both Gothenburg and Stockholm.

### Natural Products Scandinavia

Address: Malmö  
 Web: <http://www.naturalproductsscandinavia.com/>  
 Profile: Natural Products Scandinavia is a trade event for sellers and producers of organic and natural products. Buyers from across the Nordics and the rest of Europe attend in large numbers.

### Gastronord

Address: Mässvägen 1, 125 80 Stockholm  
 Web: <http://www.gastronord.se/en>  
 Profile: Gastronord is the major trade fair in northern Europe for hotels, restaurants, commercial kitchens and fast food.

### **Stockholm Business Region**

Address: Drottninggatan 33, 103 25 Stockholm  
Tel: +46 (0)8 508 280 00  
Web: [www.stockholmbusinessregion.se](http://www.stockholmbusinessregion.se)

Profile: Regional Development Agency for Stockholm.

### **Swedish Franchise Association**

Address: Mässans gata 18, 402 24 Gothenburg  
Tel: +46 (0)3 140 55 10  
Email: [info@franchiseforeningen.se](mailto:info@franchiseforeningen.se)  
Web: [www.franchiseforeningen.se](http://www.franchiseforeningen.se)

Profile: The Swedish Franchise Association was founded in 1972. The association claims to have about 100 members in three different categories and is growing steadily. The Swedish Franchise Association aims to spread knowledge of franchising and to promote it as a business concept. The association's vision is for franchising to be seen as a generally accepted and respected business concept in Sweden. The Swedish Franchise Association claims to operate an independent ethics board that offers interpretation and application of ethical issues in franchising.



## OTHER USEFUL INFORMATION

### Geography

Sweden shares the Scandinavian Peninsula with its Western neighbour Norway. Finland, which was part of Sweden until 1807, borders in the east at the top of the Baltic Sea. Even though Sweden is roughly 1.5 times the size of the UK in land mass, its population with 9.5 million individuals is significantly smaller than the UK. The vast majority of the population lives in the southern part of the country around urban centres such as Stockholm, Gothenburg (Göteborg) and Malmö. The north, conversely, is sparsely populated though does have some smaller cities such as Umeå, Luleå and Kiruna. Sweden is divided into counties (21) and municipalities (290) and much regulatory work is done at the local level.

### What companies should consider when doing business

Swedish business is diverse, ranging from world class multinationals to mid-sized companies spanning a wide range of sectors and a dynamic small business community. The corporate environment is international, which reflects the country's strong traditions in export-oriented industries.

You can expect a Swedish business partner to be technologically oriented, scientifically curious and highly interested in practical innovation. Importantly, with this mindset Sweden is often a uniquely well-suited test market for new products. This has been the case for businesses as diverse as technology companies and fashion brands.

Work dress code is slightly conservative but casual. Appointments must be made in advance, and punctuality is important in Sweden. Swedes are in general good, reliable business partners who are straight-talking and direct. Negotiations tend to be somewhat formal and rapid. Once an agreement is in place, formality can swiftly change into friendliness. It is often easier to contact senior management in Sweden compared to the UK, not least due to the deeply held societal beliefs in openness, transparency and equality. Decision-making is usually done in a consensual way, which can sometimes be time-consuming and appear slow to British business people, but it usually means that a decision is well anchored within the Swedish organisation, getting everyone on board.

The empowerment of personnel and a non-hierarchical organisation structures allow for a bottom-up, problem-solving approach with high productivity. Although labour laws are generous when it comes to vacations, parental leave etc, productivity has remained high.

In summary, doing business in Sweden is straightforward and simple:

- Straightforward system for business start-ups.
- Limited Liability Company – most common business form.
- No Swedish partner needed to start a business.

### WORKING WITH SWEDEN

The best times to call: Sweden is one hour ahead of the UK and most Swedes start work between 08:00 and 09:00. Lunch can be taken any time from 11:30 to 13:00 and often lasts for an hour. Lunch may be eaten in the office building, but people often go out. The working day often ends at around 17:00 - this can be earlier in the summer. Be aware that it is much easier to get through to senior executives than it can be in the UK.

Sweden uses the 24-hour clock and we would advise you to do the same to avoid common mistakes, such as 'half 5' in English which would translate as 4:30 in Swedish.

## **PERFORMANCE & IMPACT MONITORING SURVEY (PIMS)**

UK Trade & Investment (UKTI) is striving to provide the highest quality service to all its clients, and greatly values feedback from the businesses it has helped. In order to achieve this, UKTI has commissioned an independent market research specialist, OMB Research, to conduct surveys on its behalf. The interviews invite clients to provide frank views on both the quality and usefulness of the support provided. These surveys are conducted under the market research code of conduct, which means that all of the survey responses are strictly confidential.

UKTI uses the findings from these surveys to help drive quality and satisfaction improvement and to inform the focus of its trade services, to ensure they are meeting the needs of UK exporters as effectively as possible.

As Seafish has been a recipient of UKTI's Overseas Market Introduction Service, you may be contacted by OMB research and asked to take part in the survey. Participation in the surveys is voluntary, but as this evidence is so important to informing UKTI policy development, we very much hope you will be able to take part.