This brief aims to give executives information on the development and recovery process post COVID-19 in selected global markets. For regular updates sign-up *here*. **Business Sweden's Global Executive Brief** Continued growth amid renewed uncertainty December 7th, 2021

- Executive summary
- <u>In focus</u>
- Current global situation
- Regional overview
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Europe is the hardest hit when it comes to new cases, reaching a yearly peak in number of infections, but all continents are on high alert because of Omicron

Executive summary

Pandemic status

Economic impact

+8%

New confirmed cases of COVID-19 grew from 247.6 million on November 1st to 266.5 million on December 6th



The Omicron variant causes concern globally and cases have been increasing rapidly in Europe, see *here*



55% of the world population has received at least one dose of a COVID-19 vaccine. For more details on the current status see *here*

+6% GDP

The world is recovering from the pandemic and next year almost all economies will be **back at precrisis level**, see *here*



The COVID-19 pandemic disrupted the fragile system of the **global supply chain**. The crisis is expected to remain well into 2022, read more *In Focus*

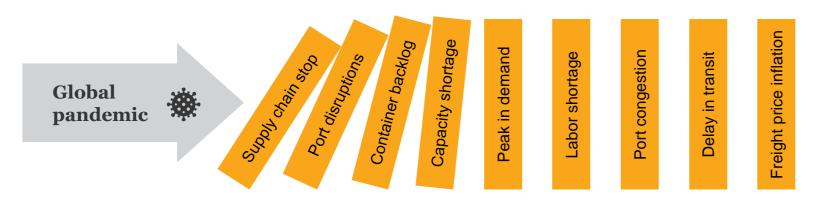


Sweden reinforced its position in the global export market, reaching a **share of 1.2%**, read more <u>here</u>

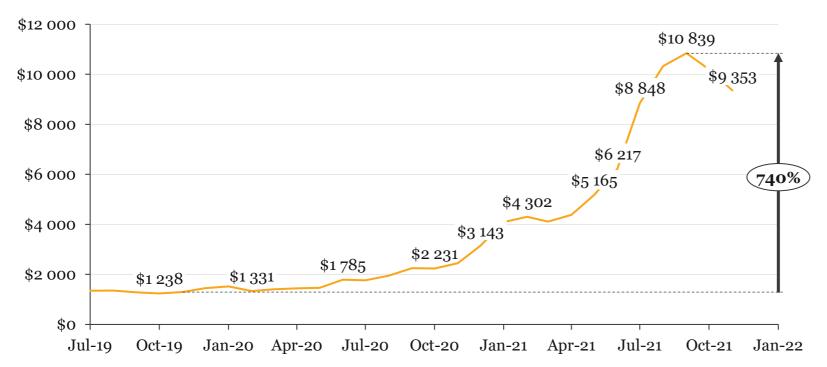
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The COVID-19 pandemic disrupted the fragile system of the global supply chain



GLOBAL CONTAINER FREIGHT RATE INDEX FROM JULY 2019 TO NOVEMBER 2021 IN USD



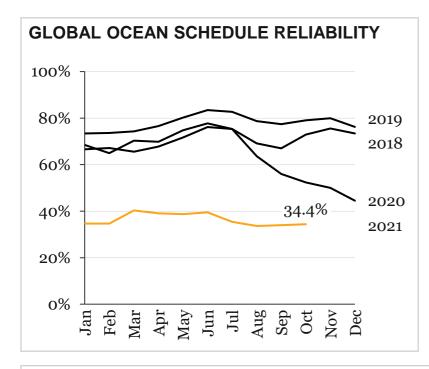
Source: Business Sweden analysis, Freightos

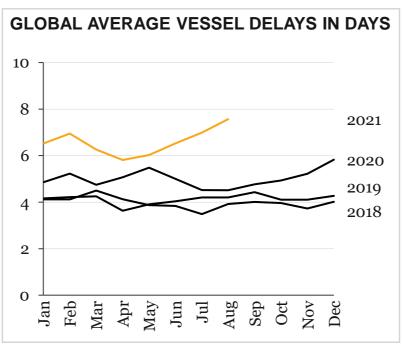
Global shipping container crisis

Background and impact

- Many countries implemented **national lockdowns** at the start of the COVID-19 pandemic and ceased the production of goods
- Shipping companies began reducing the number of cargo ships that were being sent out
- This created a **backlog of shipping containers** which remained uncollected in inland depots or at cargo ports
- As production resumed in Asia, **containers were still stuck** in other parts of the world
- A lack of dock workers and cargo truck drivers further contributed to port congestion
- The obstruction of the **Suez canal**, one of the world's most important trading routes, in March 2021 intensified the disruption of global marine traffic
- As a result; average ship transit times have increased significantly; ships need up to **54 extra days** to complete a round trip from Asia to Europe
- Carriers have not been able to fully utilize their capacity and meet the demand for container shipping, which has driven **freight rates to record levels**
- Freight cost increased 7-8 times in 2021 from Asia to Europe and North America

Swedish companies must adapt as the current situation is expected to remain well into 2022





SURVIVAL STRATEGIES TO CONSIDER FOR SWEDISH COMPANIES **Increased efficiency Reduced vulnerability Focus** Global value chain Scope Regional value chain **Philosophy** Lean / Just in Time Robust systems Goal Lowest price / speed Reliability **Suppliers** Diversification One Stop Shop Methodology Control in-house Outsourcing

Source: Business Sweden analysis, SeaIntelligence, DHL, Chalmers

What next?

- The crisis is expected to endure well into 2022 and perhaps even 2023
- Swedish companies need to re-evaluate their **global supply chain set-up** in order to reduce vulnerability
- Delivery terms, risk management and cost control are more important than ever
- Business Sweden can offer support with:
 - Hands-on support in over 40 markets
 - Identification and comparison of logistics partners
 - Identification and evaluation of new regional suppliers
 - Strategic support on global supply chains

CONTACT US TO DISCUSS FURTHER YOUR OPTIMAL GLOBAL SUPPLY CHAIN SET UP



Carin
Skoglar
Trade Facilitation
Manager
Stockholm



<u>Tobias</u> <u>Glitterstam</u> Vice President Americas



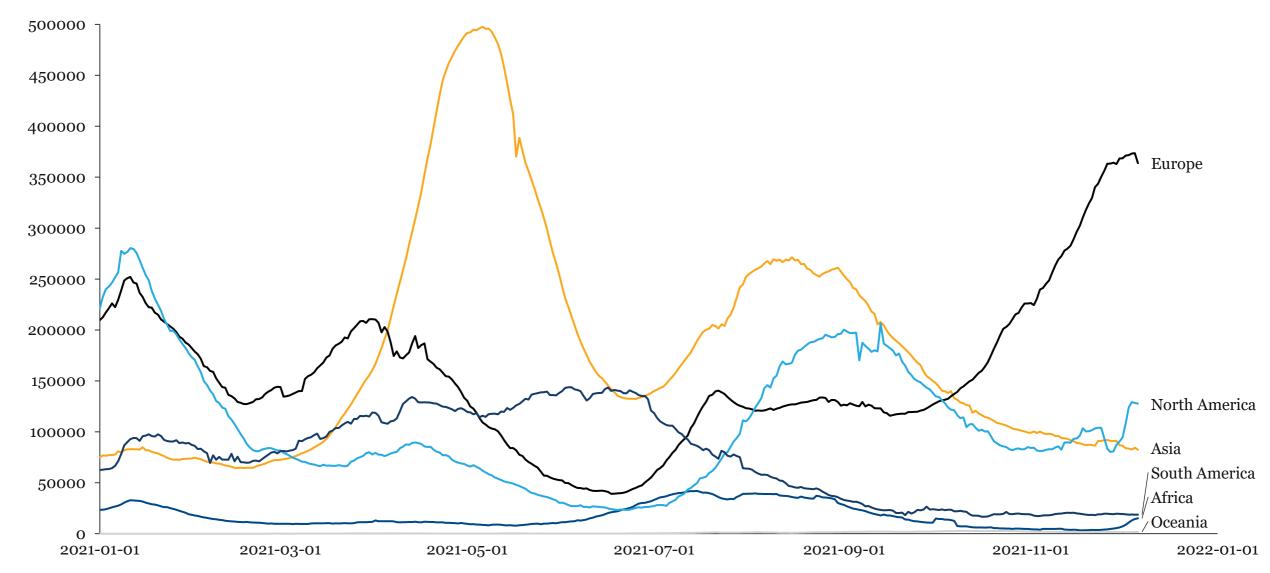
<u>David</u>
<u>Hallgren</u>
Vice President
APAC

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Europe has been hit the hardest by the latest wave of new cases whereas as Asia in the same period saw a sharp decline of cases

DAILY NEW CONFIRMED COVID-19 CASES PER REGION, ROLLING 7-DAY AVERAGE, JANUARY 1ST, 2021 - DECEMBER 6TH, 2021



Source: Our World in Data

Countries use health pass mandates for work and leisure to boost vaccine uptake

OVERVIEW OF SELECTED MARKETS' REQUIREMENTS, AS OF DECEMBER 6TH, 2021

*			Health Pass Mandates
	Nationwide mandate (existing or planned)*	Selected key workers or industries	Health pass Mandates Scope
*: China	×	✓	No national vaccination requirement, only high-risk groups, including workers at airports, customs, border inspection, transportation, healthcare facilities etc.
• India	×	~	India has no national vaccination requirement, but limited number of States such as Tamil Nadu require all adults to be fully vaccinated. Delhi government considering vaccine requirement for entering public places**
U.S.	~	~	President Biden has ordered all federal workers and contractors to be vaccinated, additional vaccine mandate (or weekly COVID-19 tests) for private companies pending review
Italy	~	~	All workers are required to show either vaccination proof, negative test or recent recovery. Between 6^{th} of Dec and 15^{th} of Jan only the vaccinated or recently recovered are allowed to visit restaurants, cinemas, theatre etc.
Germany	~	~	Only vaccinated or recently recovered patients are allowed to visit restaurants, cinemas, leisure facilities and certain shops. Germany also drafting legislation to make vaccination compulsory in 2022
U.K.	×	✓	The United Kingdom does not currently require the general public to be fully vaccinated. But, recent legislation now requires health and social care providers to ensure their workers are fully vaccinated

Source: Business Sweden analysis, Reuters, Bloomberg * Nationwide mandate covering at least public and private sector and/or general public mandate **Public places such as malls and metro stations

The Omicron variant raises some concerns, but pharmaceutical companies are optimistic

- The Omicron variant has caused concern globally regarding the effectiveness of current vaccines, the main pharmaceutical companies, however, show signs of optimism:
 - Moderna Inc. could have a COVID-19 booster shot targeting the Omicron variant tested and ready to file for U.S. authorization as soon as March 2022
 - Pfizer Inc. expects its COVID-19 vaccine to hold up against the Omicron variant, but data on how well it protects should be available within a few weeks
- The world continues to struggle with uneven vaccine rollout, there is a wide gap between highincome and low-income countries
- As of December 6th, **55% of the world population** has received at least one dose of a COVID-19 vaccine
- **8.21 billion** doses have been administered globally, and 33.35 million are now administered each day
- Only **6.2%** of people in low-income countries have received at least one dose

The world is recovering from the pandemic and next year almost all economies will be back at pre-crisis level

REAL GDP GROWTH FORECASTS

Last updated: September 2021

	GDP out	comes	GDP forecast per	September 2021
	2019	2020	2021	2022
Global*	2.8%	-3.4%	6.0%	4.8%
North America	2.1%	-3.8%	6.1%	4.7%
Europe	1.7%	-6.1%	5.1%	4.6%
Middle East	1.6%	-5.4%	2.4%	4.5%
Asia & Oceania	3.7%	-1.0%	6.2%	5.0%
U.S.	2.3%	-3.4%	6.1%	4.8%
China	6.0%	+2.3%	8.4%	5.8%
Japan	0.0%	-4.7%	2.3%	2.9%
Germany	1.1%	-4.9%	2.9%	4.6%
India	4.8%	-7.0%	8.8%	7.1%

Source: Business Sweden analysis, Oxford Economics Note: *Purchasing power adjusted

Global economic outlook

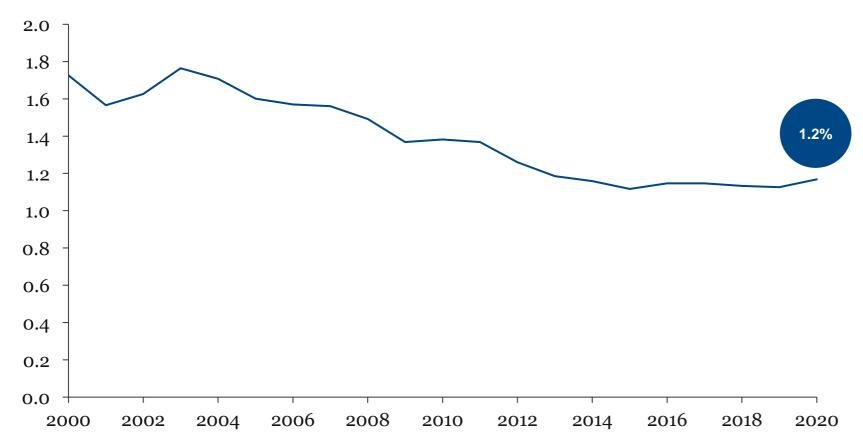
- The economic **recovery is well on its way** and demand for services rebounded in the first half of 2021. In the second half of the year, growth have likely been impeded by high energy prices and bottlenecks in production. Although, demand is expected to remain strong, growth is robust and labor markets are improving. However, the risks are as of now tilted to the downside:
 - High energy prices: A global energy crunch caused by weather and resurgence in demand has led to soaring energy prices
 - Bottlenecks in production: The rapid increase in demand for goods together with pandemic-related disruptions in freight impact production and trade in goods - shortage of semiconductors is particularly hitting the automotive industry
 - The persisting pandemic: COVID-19 is once again spreading fast with Europe as the epicenter of the virus
 - Rapid upturns in global inflation: Soaring energy prices, freight costs and strong global demand in combination with supply disruptions are pushing up inflation. In Sweden and the euro area, the effects on consumer prices has so far mainly been due to rapidly rising energy prices. In the US and UK, wage growth and higher inflation expectations cause concern for a more persistent inflation
 - Time to pull back monetary and fiscal policy measures. Central banks are preparing to normalize monetary policy as inflation is soaring. A gradual normalization of fiscal policy has started, although continued spread of the virus have prolonged the need for support

Read the full report, <u>Global Economic Outlook</u>, <u>September 2021: A bumpy ride ahead</u>

Sweden reinforced its position in the global export market, reaching a share of 1.2%

SWEDEN'S SHARE OF GLOBAL EXPORTS 2000-2020

Per cent of the world market



Current prices: The analysis is based on current prices in U.S. dollars (USD).

The world market: In order to create a relevant benchmark for making comparisons, the concept "the world market" is used. This refers to goods exports from 32 countries as well as Sweden. Together these countries account for approximately 80 per cent of world exports. The countries that are included account for a minimum of 0.5 per cent of Sweden's exports during the period 2016–2020.

Source: Business Sweden analysis, UN comtrade

Sweden gains ground amid pandemic

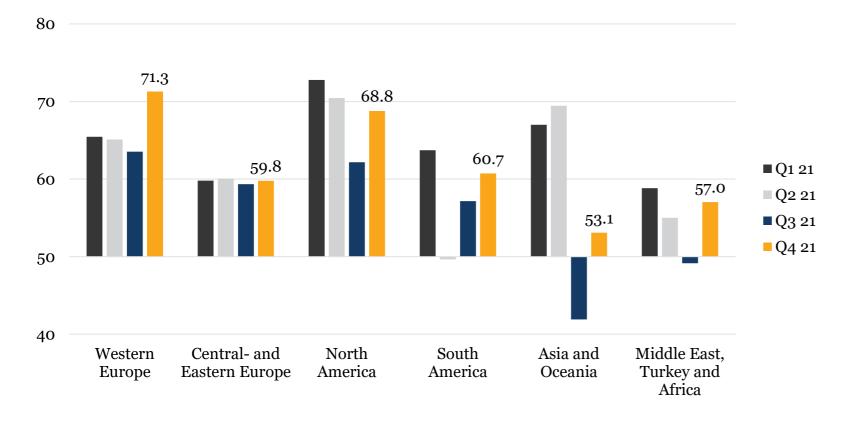
- Sweden's share of the global market for export of goods **increased by 9%** during the pandemic year 2020, rising to 1.2% from 1.1% in the previous year
- Sweden gained market shares in commodity groups such as electronics, pharmaceuticals and wood products – all areas where demand increased sharply during the pandemic
- Sweden's strengthened position was probably partly due to **a pandemic effect**. Between 2015 and 2019, Sweden's share of the global export market remained stable at 1.1%. Whether or not Sweden's increased market share indicates a trend shift is too soon to be determined
- Asia continued to forge ahead in 2020 and became the dominating force in the global export market.
 Europe's share of global exports was unchanged while North America lost ground

Get the full overview in the Business Sweden 2021 edition of the *Global Export Report*

Slight uptick in optimism for Swedish exports outlook, with unexpected jump for Western Europe

EXPORT DEMAND BY REGION: FORECAST

The index is above 50 for all regions, indicating that companies have an overall optimistic view of expected export demand



Business Sweden's quarterly Export Managers' Index (EMI) monitors views and reflects sentiment among Swedish exporters of goods and services. A level above 50 indicates market expansion and a level below 50 indicates market contraction.

Source: Business Sweden's quarterly Export Managers' Index (November 2021)

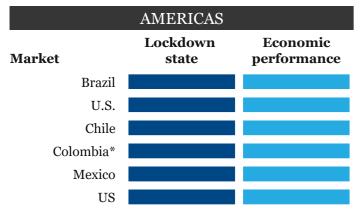
Export Managers' Index (EMI), November 2021

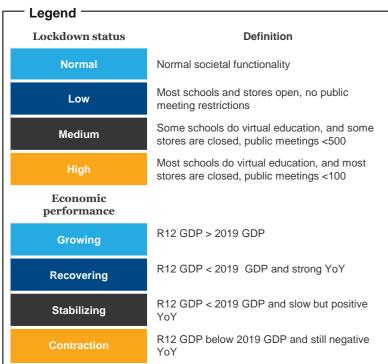
Key findings reveal that:

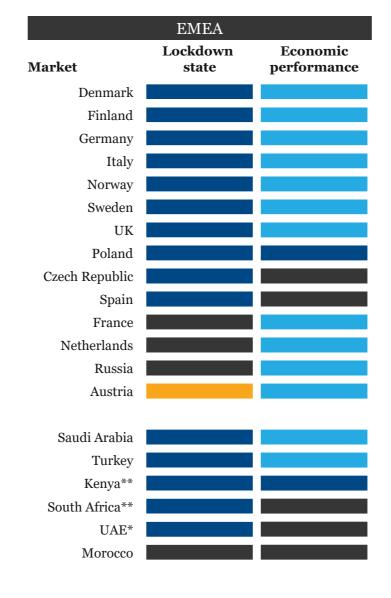
- EMI rose slightly in Q4 following a drop in Q3 rising to 67.6 points from 66.1
- Expected export demand from Western Europe made an unanticipated jump by 7.8 points to 71.3, which is **close to an all-time-high**. Asia recovered much of the lost ground as its index for expected export demand soared by 11.2 points. At 53.1, Asia remains just above the threshold of a positive sentiment
- The share of export companies **expecting longer delivery times** over the next three months fell back markedly, to 43% from 56%.
 - This is most likely an indication that disruption in the companies' supply chains may be abating
- In all, the exporting companies have an **optimistic view** of all regions
 - The outlook for North America and Europe is considerably better than for Asia
 - South America continues its climb and Middle East, Turkey and Africa has bounced back from negative ground

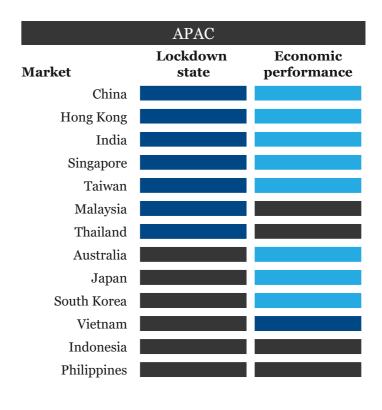
Read the full report <u>Export Managers'</u> <u>Index, Q4 2021</u>

Most markets now enjoying several quarters of strong economic growth and few restrictions, but concerns over rising case numbers and new variants remain



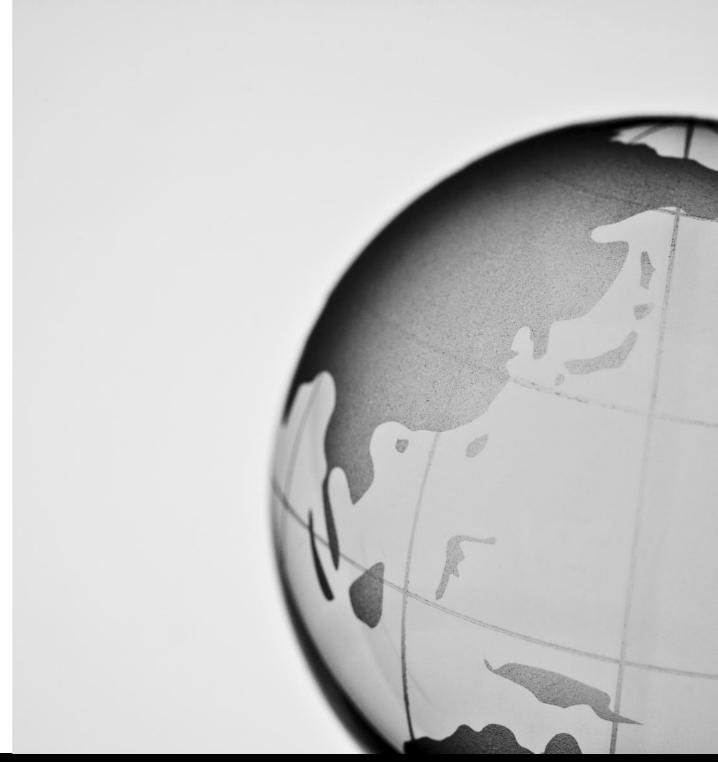






Source: Business Sweden analysis Note: GDP performance calculated using % quarterly YoY GDP from Q4.20, Q1 21, Q2 21, Q3.21 vs 2019% GDP growth * Indicates Q2 21 data instead of Q3 21 ** Latest economic recovery data for Kenya from Q3 2020, UAE no data for 2020 available, economic recovery based on local forecast

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The Omicron variant is causing concern globally, paired with an upswing in cases especially in Europe

Americas

- The new Omicron variant has already been identified in two major countries in the Americas including the U.S. and Canada and has prompted travel restrictions for selected African countries
- In the U.S. the government has stated they are not planning to enforce any new major local lockdowns based on the variant, however, they are implementing more stringent testing requirements for those entering the U.S. from abroad including US citizens
- Canada, Brazil and U.S. continue to experience challenges due to supply chain constraints and are facing increased costs and inflation; however, at the same time these countries are also focusing on implementing new spending measures in order to help bolster the economy
- Both Canada and U.S. are investing in major infrastructure projects, while Brazil enacts a new income distribution program

EMEA

- The Omicron variant has put much of Europe on high alert, with several countries imposing a ban on flights from Southern parts of Africa
- Societal restrictions have increased in Europe amid rise in cases, with Austria going the furthest with a nationwide lockdown for non-essential activities
- Work from home policies are gaining foothold again, with Austria, Germany and the Netherlands imposing sharp directives to those that can work remotely
- In MENA, Morocco has closed its borders completely amid fear of the new COVID-19 variant, while other countries in the region have taken a more cautious approach
- In South Africa, the state of emergency has been extended until the 15th of December, although most societal functions are still open while observing COVID-19 protocols

APAC

- Overall, the region is continuing to reduce restrictions. But the Omicron variant has caused several countries in APAC to impose tougher restrictions on foreign visitors, such as restricting international arrivals from countries where the Omicron variant has been detected
- Mainland China and South Korea are facing new outbreaks and have imposed localized restrictions in the affected areas
- Australia, India and Southeast Asia enjoy fewer restrictions on domestic travel, social activities and more, but remain on highalert over imported Omicron cases
- Overall, the vaccination rollout continues to pick up pace with many markets passing the 70% fully vaccinated threshold. Some markets have already started administering additional booster shots to the general public

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Restrictions have been low in recent months in the Americas region, however, new Omicron cases springing up in Canada and the U.S. are cause for concern

Restrictions per category and date of lift or next phase

	LOCKDOWN		TRAVEL RES			RESTRICTION	IS ON SOCIAL IN	BUSINES	BUSINESS OPERATIONS STATUS		
	Overall status	Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics
<u>Brazil</u>	Low	Open	Partial	Partial	No	Partial	Partial	In person	Open	Open	Reduced
		-	-	-	-	-	-	-	-	-	-
<u>Canada</u>	Low	Open	Partial	Partial	Partial	Partial	Partial	Partial	Open	Open	Reduced
		-	-	-	-	-	-	-	-	-	-
Chile	Low	Open	Open	Partial	Partial	Partial	Partial	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Colombia	Low	Open	Open	No	No	Partial	Partial	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Mexico	Low	Open	Open	No	No	Partial	Partial	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
<u>U.S.</u>	Low	Open	Partial	Partial	No	No	No	In person	Open	Open	Reduced
		-	-	-	-	-	-	-	-	-	-

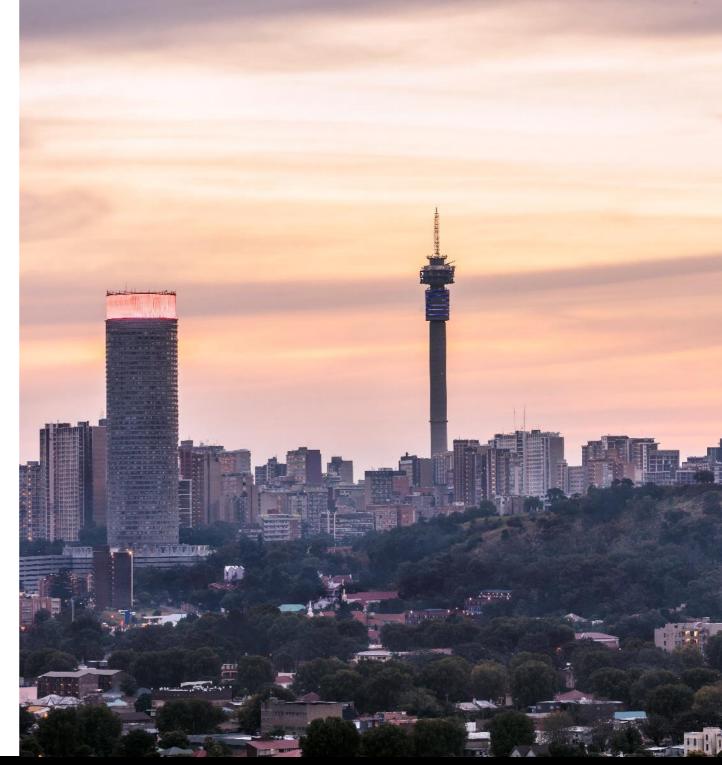
Restrictions: Open / No / In-person

No restrictions, or functions operating largely as normally

Partial / Reduced

Partial restrictions, or functions operating with reduced capacity Closed / Yes / Virtual

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Societal restrictions are increasing in Europe amid increase in cases, with Austria going the furthest with a nationwide lockdown on non-essential activities

Restrictions per category and date of lift or next phase

	LOCKDOWN		TRAVEL RES			RESTRICTION	NS ON SOCIAL INT	ERACTIONS	BUSINES	SS OPERATIONS	STATUS
	Overall status	Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics
Austria	High	Open	Partial	Partial	Partial	Yes	Yes	Partial	Closed	Open	Open
		-	-	-	-	-	-	-	December 13	-	-
Czech Republic	Low	Open	Partial	Partial	Partial	Partial	Partial	In person	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Denmark	Low	Open	Open	No	Partial	Partial	No	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Finland	Low	Open	Partial	Partial	No	Partial	Partial	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
<u>France</u>	Medium	Partial	Partial	Partial	Partial	Partial	No	In person	Reduced	Open	Open
		-	June 30	-	-	-	-	-	-	-	-
<u>Germany</u>	Low	Open	Open	No	Partial	Partial	Yes	In person	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
<u>ltaly</u>	Low	Partial	Partial	Partial	Partial	Partial	No	In person	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-

Restrictions: Open / No / In-person

No restrictions, or functions operating largely as normally

Partial / Reduced

Partial restrictions, or functions operating with reduced capacity

Closed / Yes / Virtual

The new variant of COVID-19 "Omicron" has put much of Europe on high alert, with several countries imposing a ban on flights from southern parts of Africa

Restrictions per category and date of lift or next phase

	LOCKDOWN		TRAVEL RES			RESTRICTION	IS ON SOCIAL INT	ERACTIONS	BUSINES	SS OPERATIONS	STATUS
	Overall status	Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics
Netherlands	Medium	Open	Open	Partial	Partial	Partial	Yes	In person	Reduced	Open	Open
		-	-	-	-	-	-	-	-	-	-
Norway	Low	Open	Partial	Partial	Partial	No	No	In person	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Poland	Low	Open	Open	Partial	Partial	Partial	No	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Russia	Medium	Open	Partial	Partial	No	Partial	Partial	Partial	Reduced	Reduced	Open
		-	-	-	-	-	February 25	-	-	-	-
<u>Spain</u>	Low	Open	Partial	Partial	Partial	Partial	No	In person	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
<u>Sweden</u>	Low	Open	Open	Partial	No	Partial	No	In person	Open	Open	Open
		-	-	January 31	-	-	-	-	-	-	-
<u>UK</u>	Low	Open	Partial	Partial	Partial	No	No	In person	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-

Restrictions: Open / No / In-person

No restrictions, or functions operating largely as normally

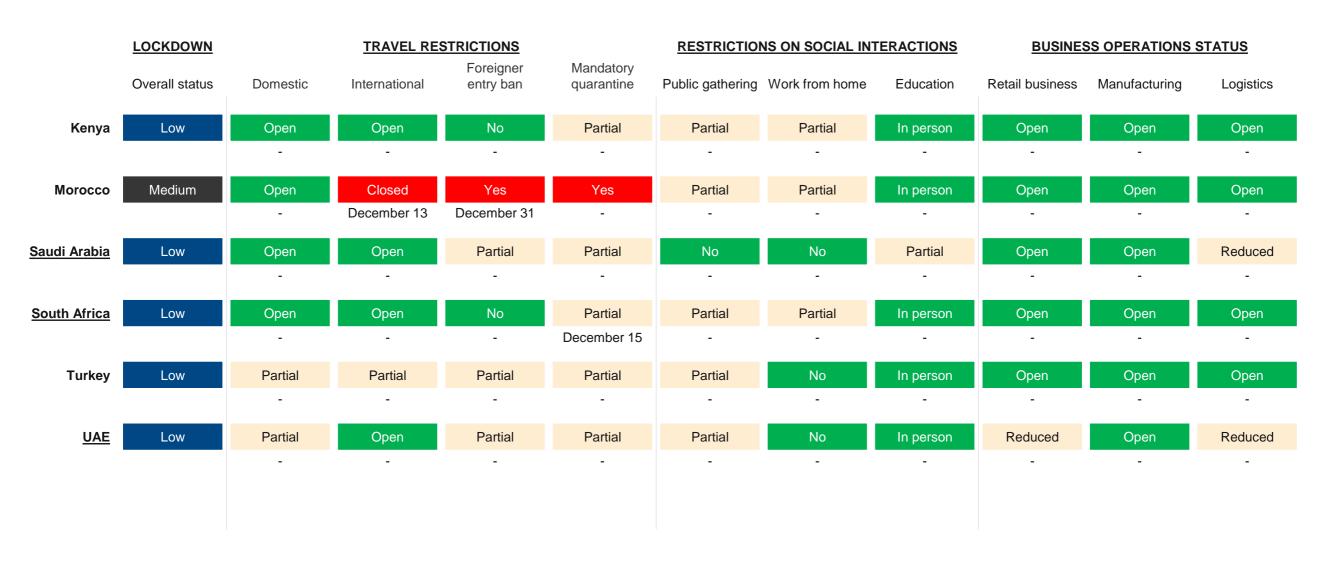
Partial / Reduced

Partial restrictions, or functions operating with reduced capacity

Closed / Yes / Virtual

Morocco closes its borders completely amid fear of new COVID-19 variant, while other countries in the region have taken a more cautious approach

Restrictions per category and date of lift or next phase





No restrictions, or functions operating largely as normally

Partial / Reduced

Partial restrictions, or functions operating with reduced capacity Closed / Yes / Virtual

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Most markets in the region are reducing restrictions but China and South Korea impose some localized restrictions to deal with new outbreaks

Restrictions per category and date of lift or next phase





No restrictions, or functions operating largely as normally

Partial / Reduced

Partial restrictions, or functions operating with reduced capacity

Closed / Yes / Virtual

Southeast Asia continues to reduce restrictions but most markets on high alert for the Omicron variant and have imposed travel bans on affected countries

Restrictions per category and date of lift or next phase

	LOCKDOWN		TRAVEL RES			RESTRICTION	NS ON SOCIAL IN	TERACTIONS	BUSINES	S OPERATIONS	STATUS
	Overall status	Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics
Indonesia	Medium	Partial	Partial	Partial	Yes	Partial	Partial	Partial	Reduced	Open	Open
		January 02	-	-	-	-	-	-	-	-	-
Malaysia	Low	Open	Partial	Partial	Yes	Partial	Partial	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Philippines	Medium	Open	Partial	Partial	Yes	Partial	Partial	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
<u>Singapore</u>	Low	Open	Partial	Partial	Partial	Partial	Partial	In person	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Thailand	Low	Open	Partial	Partial	Partial	Partial	Partial	Partial	Open	Open	Open
		-	-	-	-	-	-	-	-	-	-
Vietnam	Medium	Partial	Partial	Partial	Yes	Partial	Partial	Partial	Reduced	Reduced	Open
		-	-	-	-	-	-	-	-	-	-



No restrictions, or functions operating largely as normally

Partial / Reduced

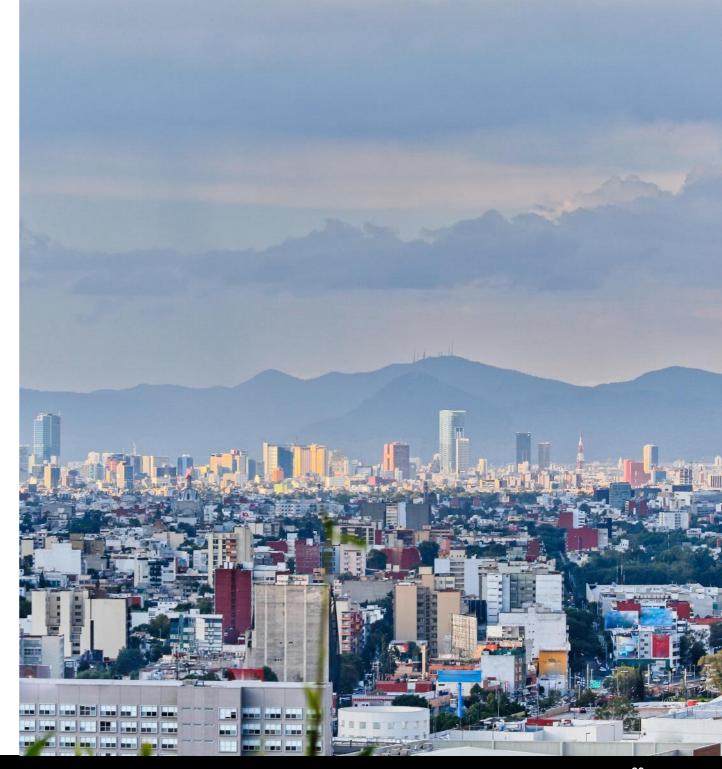
Partial restrictions, or functions operating with reduced capacity

Closed / Yes / Virtual

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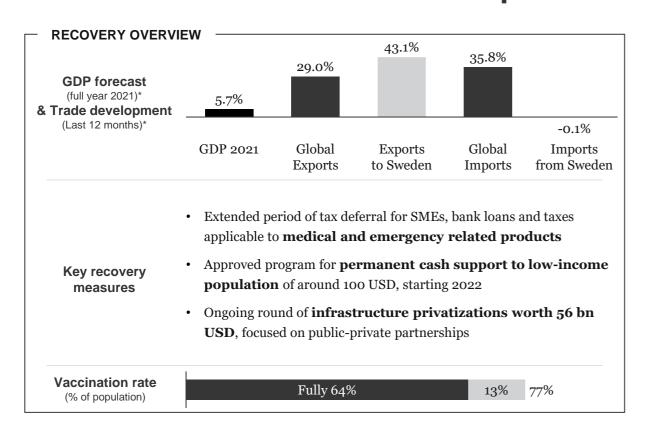


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Brazil imposes ban on flights from southern Africa to avoid an Omicron outbreak and the reimposition of local restrictions





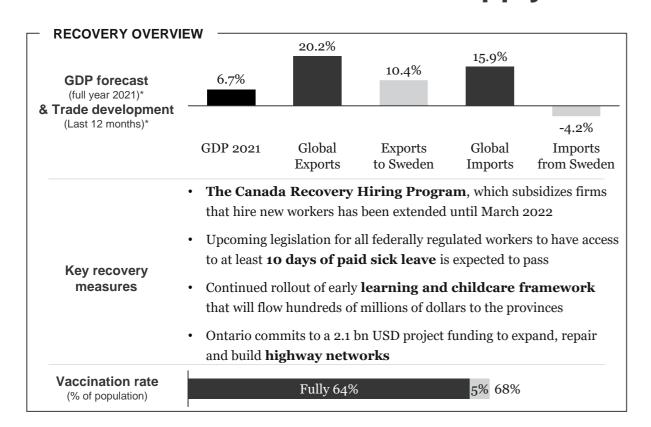


LOCKDOWN ME	LOCKDOWN MEASURES AND CURRENT STATUS ————————————————————————————————————													
	Travel re	strictions		Restrict	tions on social inter	ractions	Busi	Business operations status						
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics					
Open	Partial	Partial	No	Partial	Partial	In person	Open	Open	Reduced					
		New ban against African countries												

Source: Business Sweden analysis, OECD, SCB, Agility Logistics, IATA, Brazilian Ministry of Economy, Brazilian Ministry of Health, Sao Paulo State Gov, Folha, Jornal Estado SP, Valor. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until November 2021; Last 12 months data for exports/imports to Sweden until September 2021

Canada's economic outlook continues to remain positive despite severe weather events and supply chain constraints





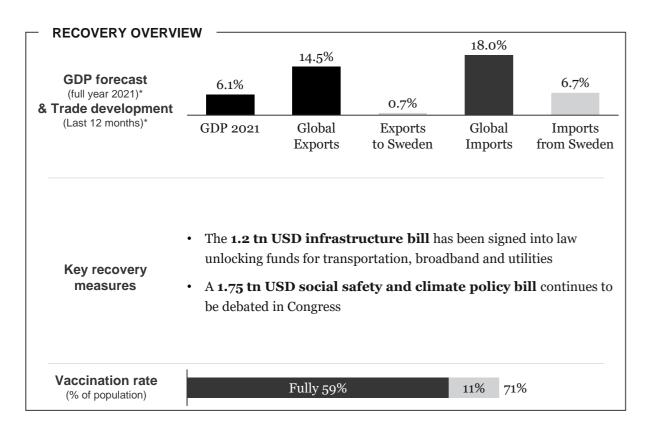
EFFECTS ON BU	SINESS OPERATIONS ————————————————————————————————————
Current state	Consumer confidence declined 10% below its pre-pandemic level due to concerns over inflation, supply chain disruptions and household financing. Extreme weather events in British Columbia have hampered the west coast, caused significant infrastructure damage and restrained the port of Vancouver. The household savings rate fell to 11.0%, which represents its lowest level since the pandemic's onset. Spending on services increased by 6.3% in the third quarter. Children aged 5-11 are now receiving the COVID-19 vaccination.
The road ahead	A newly elected federal government is promising continued spending on the economy, fighting climate change and rolling out new childcare deals with the provinces. The government is also pursuing reconciliation with Indigenous Peoples and preparing for ongoing extreme weather events by funding adaption projects. Although there is an ongoing debate of necessity, booster shots are under evaluation for the general adult population as a new variant causes national concern. E-commerce sales growth rate remains higher than pre-pandemic levels at 8.5%.

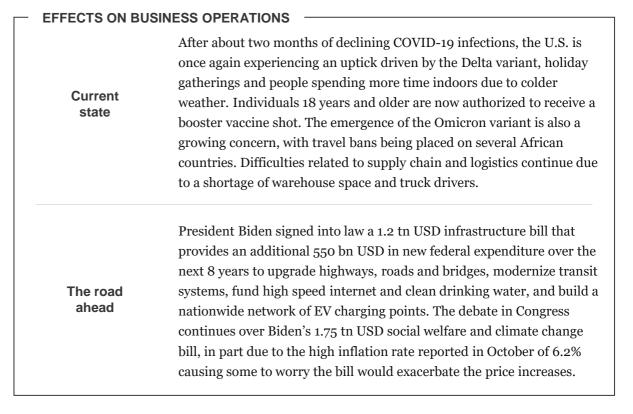
LOCKDOWN ME	EASURES AND CU	RRENT STATUS -								
	Travel res	strictions		Restric	ctions on social inter	actions	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics	
Open	Partial	Partial	Partial	Partial	Partial	Partial	Open	Open	Reduced	
		African Region		Regional differences	Regional differences	Regional differences			Moderate constraints	

Source: SCB, UN Comtrade, CBC, Conference Board of Canada, Stats Canada. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until September 2021; Last 12 months data for exports/imports to Sweden until September 2021

Biden signs into law the 1.2 tn USD infrastructure bill while the inflation rate increases and COVID-19 concerns reemerge







LOCKDOWN ME	EASURES AND CU	RRENT STATUS -								
	Travel re	strictions		Restric	ctions on social inter	ractions	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public dameting Work from nome Education		Retail business	Manufacturing	Logistics		
Open	Partial Partial No		No	No	No	In person	Open	Open	Reduced	
	Limited flights Ban for some African countries							Bottlenecks at U.S. ports		

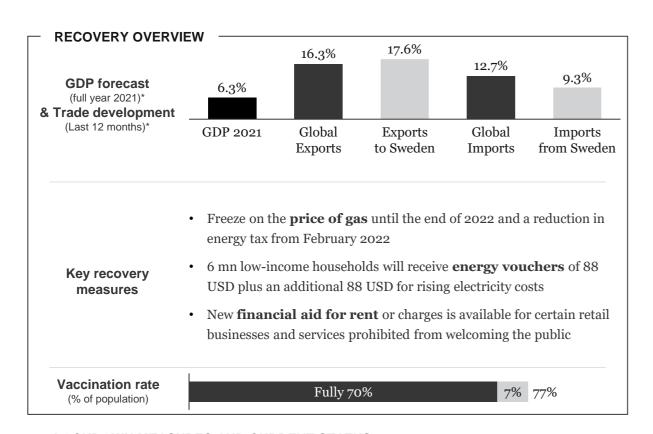
Source: SCB, UN Comtrade, The White House, Schengen Visa Info, U.S. Department of State – Bureau of Consular Affairs, U.S. Labor Department, CDC, U.S. Bureau of Labor Statistics, news outlets such as US Today, Reuters, Associated Press, NY Times, NPR, Politico. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until September 2021; Last 12 months data for exports/imports to Sweden until September 2021

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- How we can help



Energy shield measures launched to compensate for increasing costs and new vaccination round announced in France





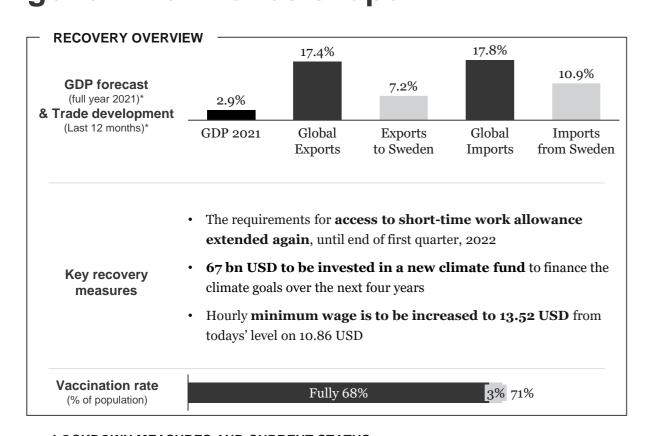
_	EFFECTS ON BUSIN	IESS OPERATIONS
	Current state	To control the pandemic and safeguard against new virus variants, a new vaccination scheme has been announced for all adults. An additional dose will be required 5 months after the last dose to keep one's Health Pass after January 15th. To help affected companies, the State Guaranteed Loans (PGEs) will also be extended until June and repayment commitments may be temporarily postponed. Reforms of the unemployment insurance system implies new eligibility conditions and a gradual decrease of unemployment benefits*** by December 2022.
	The road ahead	Energy supply is of central concern in France and the "energy shield" measures will cost 33 bn USD. France will argue for the inclusion of nuclear power in the taxonomy for green energy but will unlikely be supported by the European Commission. To further support mid- and large-sized companies most affected by the crisis, a 2.6 bn USD fund has been set up by the Government. State guaranteed loans may be extended until December 2022 but awaits European Commission approval. Moreover, 440 mn USD will be invested in charging stations for EVs.

LOCKDOWN	MEASURES AND CU	RRENT STATUS -									
	Travel re	estrictions		Restrictions on social interactions				Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine		Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics	
Partial	Partial	Partial	Partial		Partial	No	In person	Reduced	Open	Open	
	June 30										
Health Pass restrictions**	Based on zone classification**	Specific countries	Based on zone classification**		Health Pass restrictions**	Company in charge of policy	With health protocols	Health Pass restrictions**	With health protocols	With health protocols	

Source: SCB, Business Sweden analysis, Geo.fr, Journal Dunet, The French Government and Ministries (of Economy, Education), The French Public Services, The Swedish Embassy in France. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until September 2021; Last 12 months data for exports/imports to Sweden until September 2021 **For further information, click on this link ***Decrease will concern high-income category

Germany imposes further restrictions while a new coalition government takes shape





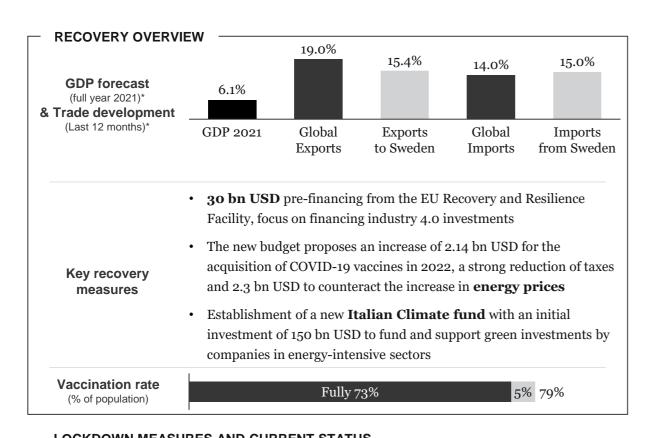
EFFECTS ON BUSI	NESS OPERATIONS ————————————————————————————————————					
	New COVID-19 measures have been implemented in just a few weeks					
	alongside rapidly increasing new cases. The government has announced					
	that leisure facilities will only be allowed to vaccinated and recovered					
Current	visitors. Work from home obligation applies, unless there are reasons to					
state	the contrary. However, only employees who comply with the 3G rule					
	(vaccinated, recovered or tested negative) are allowed to enter					
	workplaces and public transports. Moreover, Germanys' new					
	government will consist of a three-party coalition of FDP, Greens and					
	SPD where Olaf Scholz will become the chancellor.					
	The new agreement among the coalition parties includes 400,000 new					
	apartments to be built each year, and solar energy roof panels are					
	mandated for private as well as commercial buildings. In 2022, an					
	emergency climate protection program will be established, where all					
The road ahead	legal entities are to be subjected to a "climate check". Moreover, the					
aneau	government will seek to adopt a more flexible approach to the debt					
	brake, which limits public authorities from excessive borrowing. In					
	addition, a goal has been set to increase the share of renewable energy					
	•					

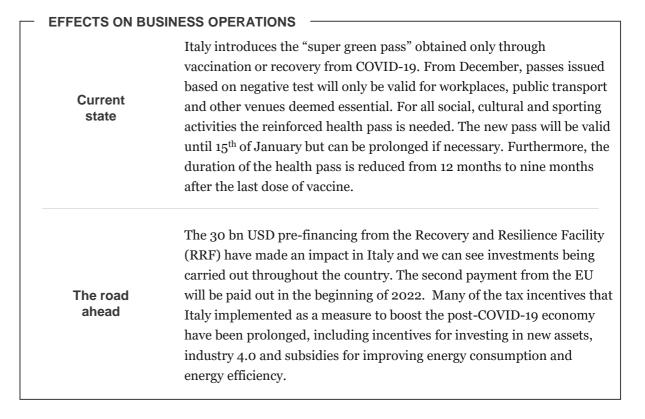
LOCKDOWN ME	EASURES AND CUF Travel res	strictions		Restrictions on social interactions			Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics	
Open	Open	No	Partial	Partial	Yes	In person	Open	Open	Open	
	Health Pass Restrictions**		Specific countries***	Indoor>50000 Outdoor>15000		Tests and masks required	Health protocols apply			

Source: SCB, UN Comtrade, Business Sweden Analysis, The Federal Government, Federal Ministry of Economic Affairs and Energy, Deutschland.de, Bloomberg, Robert Koch Institute, ZDF. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until August 2021; Last 12 months data for exports/imports to Sweden until September 2021 **Proof of vaccination, PCR-test or proof of recovery required. ***For entry and quarantine rules for each country please use the following link

Italy puts more pressure on the unvaccinated in an attempt to avoid future lockdowns





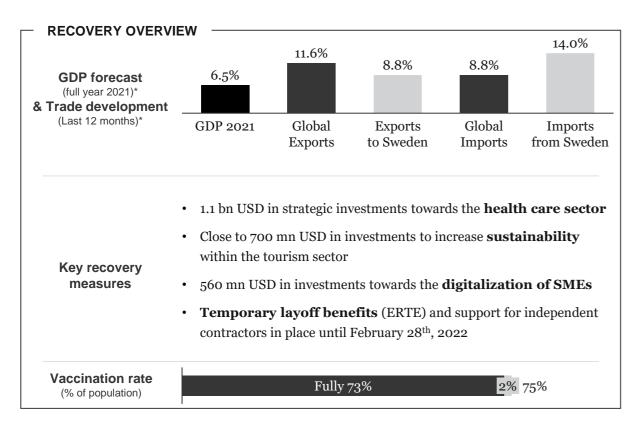


- LOCKDOWN MEASURES AND CURRENT STATUS												
Travel restrictions					Restric	tions on social inter	actions	Busi	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine		Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics		
Partial	Partial	Partial	Partial		Partial	No	In person	Open	Open	Open		
Health pass required	Health pass required	Specific countries**	Specific countries**		Health pass required	Company in charge of policy	Health protocols apply	Health protocols apply				

Source: Business Sweden analysis, SCB, UN Comtrade, Italian Government, MISE, Ministry of Health, European Commission, ANSA, ilSole24Ore. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until August 2021; Last 12 months data for exports/imports to September until August 2021 **For further information click on this Link

Spain continues its relaxed approach with lesser societal restrictions compared to many of its European counterparts

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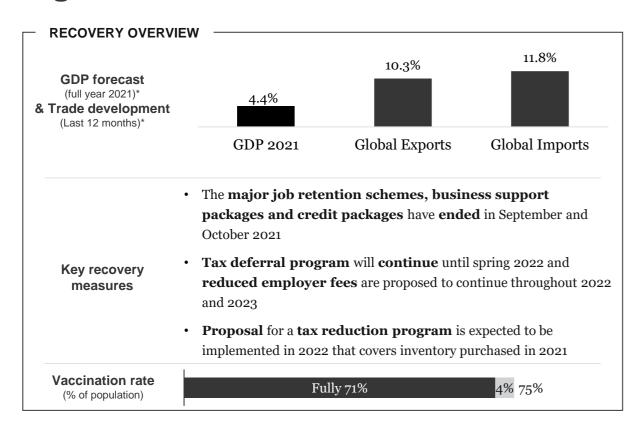
EFFECTS ON BU	SINESS OPERATIONS ————————————————————————————————————
Current state	Spain remains relatively open, compared to several other countries in Europe. The autonomous regions continue to maintain the authority to implement regional restrictions on social activities. Although the EU Digital Covid Certificate is in place, in most regions it is still not a requirement to access public spaces, such as bars and restaurants, museums, swimming pools, large events or public transport. Mandatory use of masks outdoors and in public transportation continue to be in place, with exceptions for children under the age of six.
The road ahead	The Spanish government has received the endorsement from the European Commission for its General State Budget for 2022, although with some recommendations to consider. With Spain's public debt expected to rise to 120.6% of GDP by the end of 2021, the Commission has asked the government to consider a more cautious approach to public spending in the medium term. Moreover, the anti-bankruptcy shield has been extended until June 2020, enabling companies at risk to delay their obliged bankruptcy requests from 4 to 12 months.

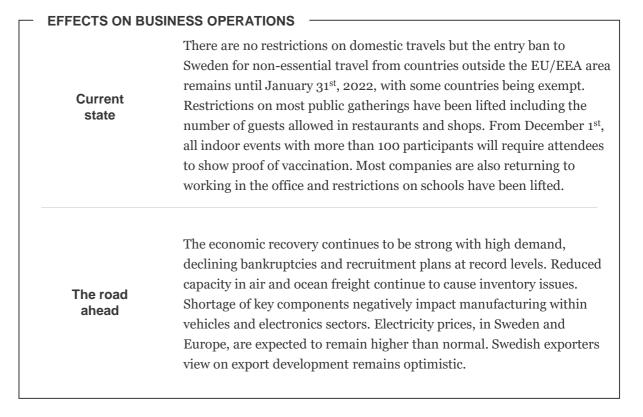
LOCKDOWN ME	EASURES AND CUF Travel res			Restric	tions on social inter	actions	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics	
Open	Partial	Partial	Partial	Partial	No	In person	Open	Open	Open	
	Health pass required**	Specific countries**	High-risk countries**	Regional differences						

Source: SCB, Business Sweden analysis, IMF, IATA, Spanish Government, El Pais, Cinco Dias. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until August 2021; Last 12 months data for exports/imports to Sweden until September 2021 **For further information, click here

In Sweden, the economic outlook remains positive as demand is high across all industries and recruitment reaches record levels





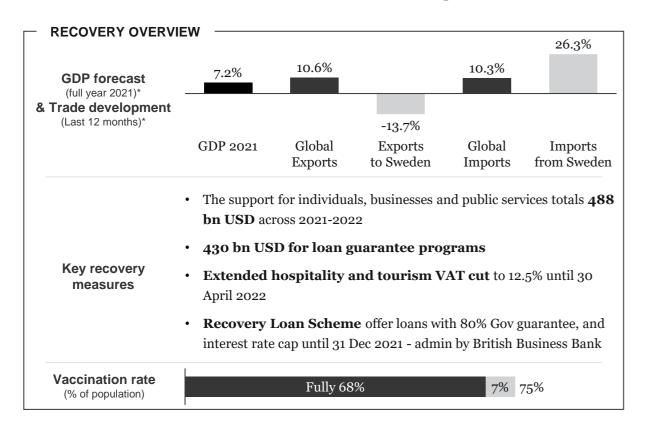


	LOCKDOWN MI	EASURES AND CU	JRRENT STATUS -									
		Travel re	estrictions		Restrict	tions on social inter	ractions	Busi	Business operations status			
	Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics		
Ш	Open	Open	Partial	No	Partial	No	In person	Open	Open	Open		
			January 31									
			All except EU/ESS		Indoor events > 100 people							

Source: SCB, National Institute of Economic Research (Economic Tendency indicator November 26th 2021), regeringen.se, UC, Public Health Agency of Sweden, Swedish Police Authority, Business Sweden, Swedish National Financial Management Authority. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until October 2021

The growth of the UK economy has slowed down due to supply chain frictions, and 2022 is predicted to be challenging for many

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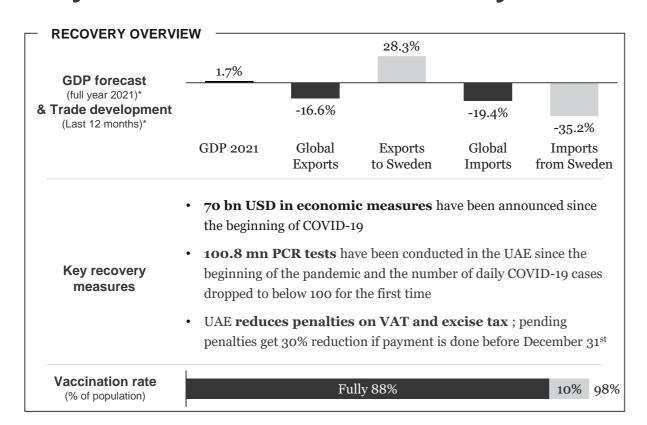
EFFECTS ON BUSINESS OPERATIONS The UK car industry saw a decrease of 41% in number of cars produced in October compared to last year, mainly due to the shortage of semiconductors. Unemployment is not as big of a post-pandemic Current challenge as expected, where industries worst hit by the pandemic, such state as hospitality and manufacturing, are witnessing the highest number of resignations due to workers seemingly taking the opportunity to move around. Regarding the Omicron variant, Boris Johnson states that a new lockdown like former ones is very unlikely. The UK economy is lagging behind G7 rivals in recovering from the pandemic and the UK economy is currently still 2.1% below its pre-crisis level in Q4 2019. After the rapid summer rebound, the growth of the economy has slowed down due to surging infection rates, supply chain The road ahead frictions, consumer caution, and withdrawal of fiscal support. The UK's recovery in 2022 is likely to continue to be slow given rising inflation and a lack of staff, and will be especially hard for many mid-size companies who have prioritized short-term problems over long-term growth.

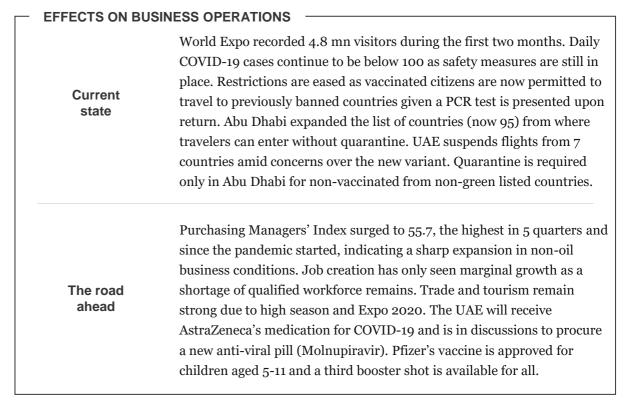
LOCKDOWN ME	EASURES AND CUI	RRENT STATUS -									
	Travel res	strictions		Restric	tions on social inte	ractions	Busi	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics		
Open	Partial	Partial	Partial	No	No	In person	Open	Open	Open		
No limitations	Advise against certain countries	Advise against certain countries	If not fully vaccinated	No limitations	Encouraged where possible	Hybrid is common at Uni.	Business as usual	Business as usual	Business as usual		

Source: Business Sweden analysis, SCB, UN Comtrade. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until September 2021; Last 12 months data for exports/imports to Sweden until September 2021

The UAE's non-oil businesses see the fastest rise in activity since July 2019 as COVID-19 recovery continues with cases below 100







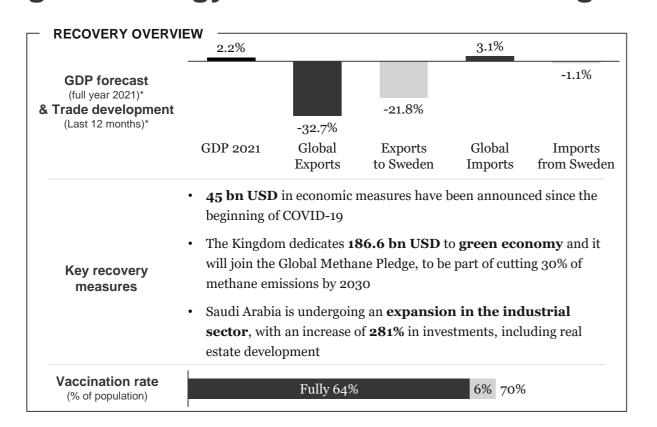
LOCKDOWN ME	EASURES AND CU	RRENT STATUS -								
	Travel restrictions				Restrict	tions on social inter	Busi	Business operations status		
Domestic	International	Foreigner entry ban	Mandatory quarantine		Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics
Partial	Open	Partial	Partial		Partial	No	In person	Reduced	Open	Reduced
Limited travel to Abu Dhabi		7 countries because of Omicron variant			# people and vaccine card			Abu Dhabi: Vaccine card		Ocean & air freight

Sources: Business Sweden analysis, SCB, IMF, IATA travel, Emirates, KPMG, Local news channels. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until December 2020; Last 12 months data for exports/imports to Sweden until September 2021

Expansion with focus on the industrial sector as the ambitions for green energy investments remain high in Saudi Arabia

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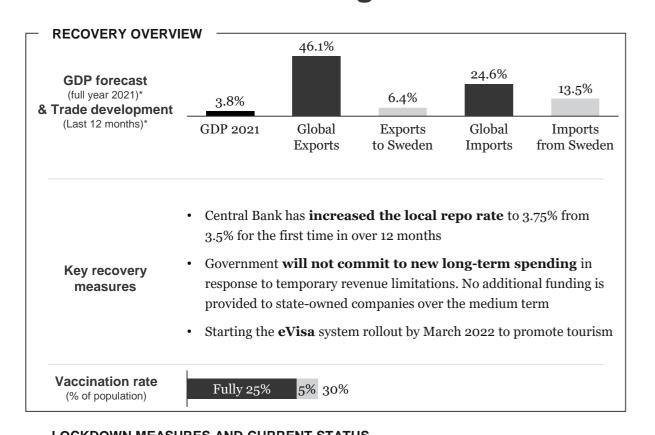
EFFECTS ON BU	JSINESS OPERATIONS					
Current state	Continuous eased restrictions and entry ban is withdrawn on Egypt, Pakistan, Indonesia, Brazil, India, and Vietnam. However, a new suspension of travel is applied on 7 African countries due to the Omicron variant. A vaccination card and a PCR certificate are required for travel. Quarantine applies to non-vaccinated and partially vaccinated travelers. In-person education is resumed for vaccinated students. Primary school is suspended, and virtual education is carried out until further notice.					
The road ahead	Saudi Arabia issued 575 new investment licenses during the second quarter of 2021, of which 46% are joint investments between the Kingdom and foreign partners. Given the Kingdom's explicit ambition to generate 7% of total electricity production from renewable energy, 750 000 jobs are to be created during the coming decade. Digital transaction management market revenue is predicted to rise to 1,288.27 mn USD by 2030, due to a significant shift of business processes toward an adoption of cloud technologies and increasing purchasing power of end-users.					

\Box	LOCKDOWN ME	EASURES AND CU	JRRENT STATUS —									
		Travel restrictions					tions on social inter	ractions	Business operations status			
	Domestic	International	Foreigner entry ban	Mandatory quarantine		Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics	
	Open	Open	Partial	Partial		No	No	Partial	Open	Open	Reduced	
	Only fully vaccinated	Opened with exceptions	Entry ban on some countries	For non- vaccinated				Primary school			Constrained Air Freight	

Source: SCB, IMF, CEIC, Business Sweden Analysis, Saudia, Arab News. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until February 2021; Last 12 months data for exports/imports to Sweden until September 2021

New investment opportunities likely to arise as South Africa focuses on addressing infrastructure limitations





ELLECI2 ON BO	SINESS OPERATIONS
Current state	South Africa remains on the least restrictive level (level 1) with a curfew in place from midnight until 4am. Focus is on ensuring public health with the fear of a fourth wave and the discovery of a new variant (B.1.1.529). No further restrictions have been implemented locally so far in response to the increase in new daily infections. International travel to South Africa has reduced as some countries have imposed travel bans until further investigations have been made on the new variant. Travelers are advised to check with airlines regarding restrictions.
The road ahead	South Africa's focus in the short to medium term is stabilizing debt burden to allow for fiscal stability. The recent increase in global commodity prices, which has supported growth and tax revenues, is considered temporary. Long-term structural constraints and scarring from the effects of the pandemic still weigh on the outlook. New opportunities are likely to emerge as the government announced plans to diversify electricity generation, increase the broadband spectrum and open third party access to the local freight railway network in Q1, 2022.

EFFECTS ON DUSINESS OPEDATIONS

LOCKDOWN WE	EASURES AND CUI	KKENI SIAIUS									
	Travel res	strictions		Restrict	tions on social inter	ractions	Busi	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics		
Open	Open	No	Partial	Partial	Partial	In person	Open	Open	Open		
			December 15	December 15							
No limitations	No limitations	No limitations	If no valid PCR test is produced	750 indoors 2,000 outdoors	Encouraged where possible	No limitations	No limitations	No limitations	No limitations		

Source: SCB, CEIC, South Africa Medium Term Budget Policy Statement (MTBPS), Nov 2021, National Government Gazette, Nov 2021. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until September 2021; Last 12 months data for exports/imports to Sweden until September 2021

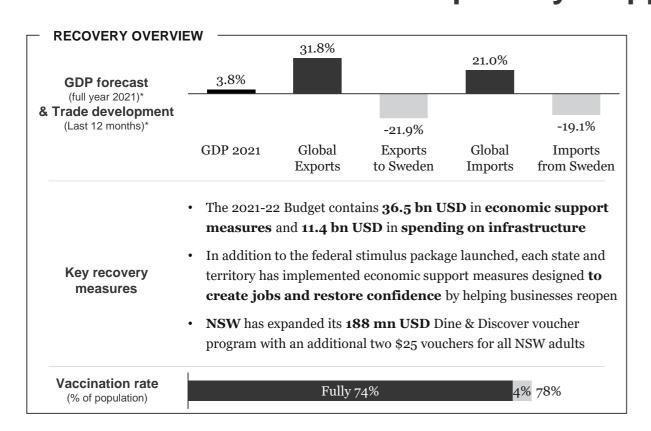
Agenda

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Almost 90% of everyone above 16 years old is fully vaccinated, but risks from Omicron has temporarily stopped border re-opening





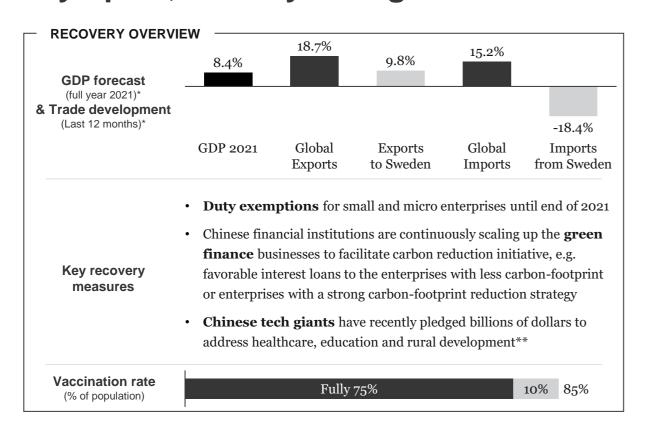


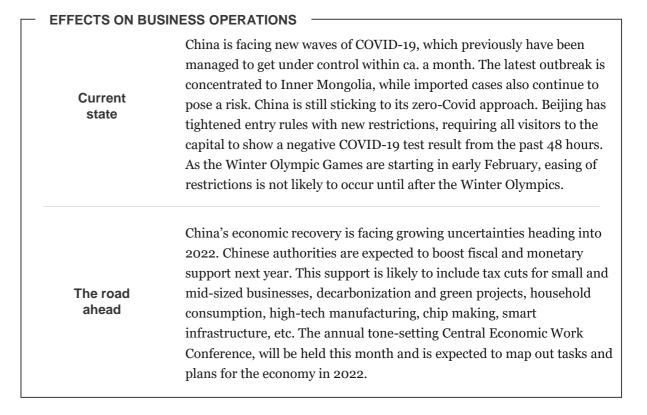
LOCKDOWN ME	EASURES AND CUI	RRENT STATUS -									
		strictions		Restrict	tions on social inter	ractions	Bus	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics		
Partial	Partial	Yes	Yes	Partial	Partial	Partial	Open	Open	Open		
Varies across the country	Vaccinated residents		'Omicron' preventative	Varies across the country	Varies across the country	Virtual & In person	COVID-19 safety measures	COVID-19 safety measures	COVID-19 safety measures		

Source: SCB, UN Comtrade, Australian Government department of Health, Australian Government, Smart Traveler Government website, Department of Home Affairs, Health Minister Greg Hunt Media, ABC News, Sydney Morning Herald, The Guardian. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until September 2021; Last 12 months data for exports/imports to Sweden until September 2021 ** Triggered by fully vaccinating 86.8% of the population above 16 years old

China tightens restrictions in certain areas ahead of Winter Olympics, country facing more economic uncertainties





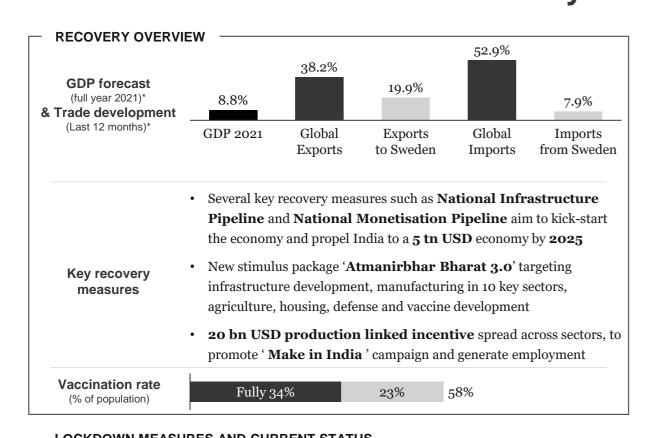


LOCKDOWN ME	EASURES AND CU Travel re	estrictions		Restrictions on social interactions					Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathe	ring	Work from home	Education		Retail business	Manufacturing	Logistics	
Partial	Partial	Yes	Yes	Partial		No	In person		Open	Open	Open	
	Bilateral agreements	Only with special permit	14 days +SHN*** 7 days									

Source: Business Sweden analysis, OECD, SCB, Chinese State Council, MOFCOM, China Daily, IMF. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until October 2021; Last 12 months data for exports/imports to Sweden until September 2021 **Tech giants, billionaires have pledged billions of dollars in support of "Common Prosperity" campaign ***Stay Home Notice

India is promoting private player participation by multiple policy reforms to boost economic recovery





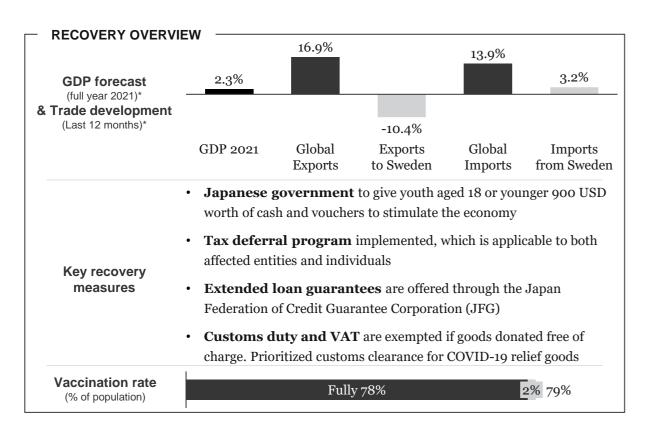
EFFECTS ON BU	SINESS OPERATIONS ————————————————————————————————————
Current state	Despite risks posed by the new COVID-19 variant, Omicron, the Business Resumption Index (BRI)** reached a new high of 114.5. Manufacturing Purchasing Managers' Index increased to 55.9 from 53.7 last month indicating stronger growth. The Indian economy is expected to grow by 7.1% in FY22. Pent up demand, faster vaccination rates, positive investor sentiments, and well performing capital markets are the primary drivers for recovery.
The road ahead	The Indian government is aiming to boost the mining sector and has also recently launched multiple policy reforms such as 'Make in India', Gati Shakti, 'National Infrastructure Pipeline', 'National Monetisation Pipeline', etc. to boost economic activity***. Private player participation is encouraged by increasing the ease of doing business across different sectors. Swedish companies can leverage opportunities in sectors such as manufacturing, infrastructure, mining, healthcare, telecom, defense, space technology and digital/ICT.

LOCKDOWN MI	EASURES AND CU	RRENI SIAIUS -									
	Travel res	strictions		Restric	tions on social inter	actions	Busi	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics		
Open	Partial	Partial	Partial	Partial	Partial	Partial	Open	Open	Open		
Region specific restrictions	31 air transport bubbles	Country specific restrictions	Country specific restrictions	No large gatherings	Recommended	Gradual reopening					

Source: SCB, Business Sweden Analysis, Ministry of Civil Aviation, Ministry of Health and Family Welfare, Ministry of Finance, Business Standard. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until November 2021; Last 12 months data for exports/imports to Sweden until September 2021 ** BRI: Above 100 is above pre-pandemic levels, 100 is pre-pandemic. below 100 is below pre-pandemic holistic infrastructure and logistics across the country

Japan is seeing an improved outlook and less restrictions, but concern over Omicron variant has caused borders to be shut





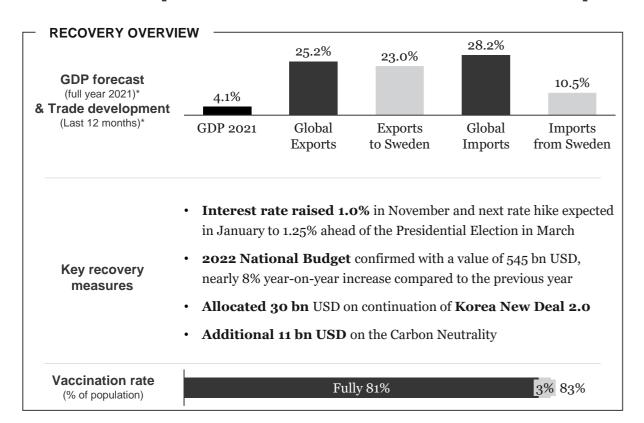
EFFECTS ON BU	ISINESS OPERATIONS ————————————————————————————————————
Current state	Despite reducing restrictions back in October, the overall situation has been quite positive with very low numbers of infections in relation to many other markets. Further easing of restrictions were put in place such as permitting stores to remain open longer and eased entry procedures to Japan with e.g. 3-day visa for business travelers. But as a temporary measure for the new Omicron variant, Japan has once again closed its borders to new entries of foreign nationals, including business travelers, foreign students and foreign interns.
The road ahead	The government is considering vaccination certificates, easing the number of people at large-scale events, and reintroducing the government's "Go To Travel" tourism support scheme in 2022. To boost consumption, the government is exploring initiatives such as cash and voucher handouts to certain groups of the population. The government has decided to invest 190 bn USD for countermeasures for COVID-19 to secure a medical care provision system and 70 bn USD for development of vaccines.

LOCKDOWN ME	ASURES AND CU	RRENT STATUS -										
	Travel restrictions				Restrict	ions on social inter	actions	Busi	Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine		Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics		
Open	Partial	Yes	Yes		Partial	Partial	Partial	Reduced	Open	Open		
	Country based restrictions	Temporary ban on foreign visitors	Country based, 3-10 days		50% capacity of the facility rule	70% of employees	Hybrid model	Shorter operation time				

Source: SCB, METI, MOFA, Nikkei. *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until October 2021; Last 12 months data for exports/imports to Sweden until September 2021

South Korea has launched an emergency plan until year-end to avoid a spike in infections and in response to the Omicron variant





EFFECTS ON BU	SINESS OPERATIONS
Current state	South Korea is reversing an easing of distancing rules adopted under the "living with COVID-19" scheme due to record-high hospitalization and death rates, as well as the threat posed by the new Omicron variant. The government now requires all international arrivals with no exemption to go through a 10-day quarantine, starting from December 3 rd to 16 th . The health authorities will also expand the target for booster shots from health personnel and people over 50, to those aged 18 to 49 who have gotten their last shot five months earlier, starting from December 4 th .
The road ahead	South Korea revealed the budget plan for 2022, investing in economic recovery, ease of wealth polarization and the continuation of Korean New Deal 2.0 in digital and green transformation. The government allocated additional budget to invest in infrastructure, R&D and incentive/ fund and subsidy to reach 2050 carbon neutrality. The details per initiative and plan will be released after the presidential election in March 2022.

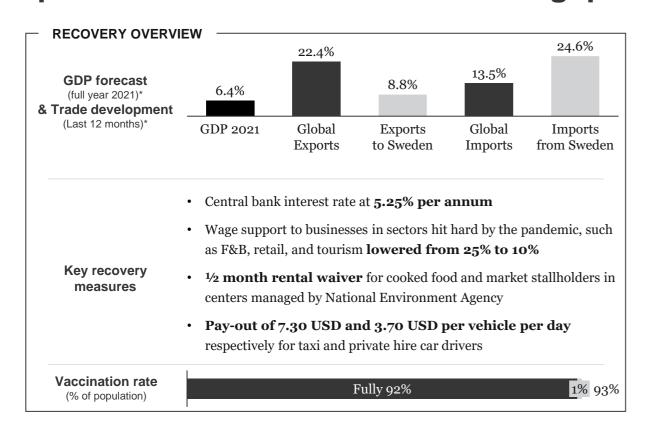
EFFECTS ON BUSINESS OBEDITIONS

LOCKDOWN MEASURES AND CURRENT STATUS									
Travel restrictions			Restrictions on social interactions			Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics
Open	Partial	Partial	Partial	Partial	Partial	In person	Reduced	Open	Open
			December 16	December 31					
	Visa System replaced**	Per bilateral arrangements**	10 days mandatory***	Max 6 people in Seoul	At discretion of companies		Vaccine pass applied		

Source: SCB, UN Comtrade, Business Sweden analysis, The Reuters, The Korea Heralds, The Arirang News, Korean Ministry of Economic and Finance *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until November 2021; Last 12 months data for exports/imports to Sweden until September 2021 ** K-ETA required, EU nationals can travel visa free up to 90 days *** Limited categories of vaccinated travelers

Since end of November, vaccinated travelers can now enjoy quarantine-free travel between Singapore and Sweden





EFFECTS ON BU	SINESS OPERATIONS ————————————————————————————————————					
Current state	Reciprocal Vaccinated Travel Lanes (VTL) have been increased to 27 countries, including Sweden, which started in the end of November. This has been made possible by the decision to recognize each other's digital COVID-19 certificates. Swedish travelers must arrive in Singapore on a designated VTL flight, with proof of vaccination, health insurance, and negative COVID-19 test results 48 hours prior. Singapore is gradually opening its borders as infection numbers and hospitalizations have largely stabilized, but in a safe and calibrated manner to ensure safety.					
The road ahead	Singapore has launched a 13.1 mn USD Supply Chain 4.0 Initiative to assist SMEs with future disruptions with the use of technology such as digital and automated solutions. From agreements made during COP26, Singapore aims to reach net-zero emissions by 2030 and has launched initiatives such as importing 30% of its current energy from renewables. The reopening of its borders through VTL lanes would be done based on the health assessment of the COVID-19 situation. However, the Omicron variant may pose a threat to Singapore's reopening plans.					

LOCKDOWN MEASURES AND CURRENT STATUS									
Travel restrictions			Restrictions on social interactions			Business operations status			
Domestic	International	Foreigner entry ban	Mandatory quarantine	Public gathering	Work from home	Education	Retail business	Manufacturing	Logistics
Open	Partial	Partial	Partial	Partial	Partial	In person	Open	Open	Open
	Per bilateral agreements**	Per bilateral agreements**	0-14 days based on country	Max 5 people	Work-from- home default				

Source: SCB, Statistics Singapore, Straits Times, Channel News Asia, Ministry of Health, Immigration & Checkpoints Authority, Government of Singapore . *Note: GDP projections updated September 2021, further revisions are expected. Last 12 months data for global exports/imports until October 2021; Last 12 months data for exports/imports to Sweden until September 2021 **No entry requirements for Singaporean Citizens and Permanent Residents; Differentiated safe travel lanes for vaccinated depending on country of departure.

Agenda

- Executive summary
- In focus
- Current global situation
- Regional overview
- Country reports
- How we can help



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GOVERNMENT ENABLED SERVICES



MARKET EXPANSION

- Global Expansion Strategy
- Market Entry
- Product & Customer Mix
- Sales Channel Setup
- Global Operations Footprint
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BUSINESS TO GOVERNMENT

- Business to Government Strategy
- Stakeholder Analysis
- Strategic Messaging & Communications
- Stakeholder Engagement

SALES ACCELERATION

INVEST PROMOTION & ADVISORY

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- Partner search & Selection
- Sales & Partner Performance management
- Deal & Tender Support

BUSINESS INCUBATION & OPERATIONS

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- Employment & HR Services
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We shorten time to market, find new revenue streams and minimize risks

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Our multinational team collaborate across the globe with expertise rooted in local business cultures and network

45+ YEARS

With a vast experience we help Swedish companies grow global sales and international companies invest and expand in Sweden





Expo 2020 Dubai 1 October 2021–31 March 2022 A global event - in the Middle East

Join The Smart Society Summit!

Date: 15 December 2021
Time: 15:00-17:15 (Dubai local time or 12:00
- 14:15 CET)
Read more and sign-up <u>here</u>

About the event: On the 15th December Sweden's Expo 2020 National Day flagship event, the Smart Society Summit will be held in the Swedish pavilion, The Forest. The event will showcase the best innovative solutions, technologies, and collaborations from Swedish companies and their global partners, while also bringing together a network of leaders from the worlds of industry, business, innovation, academic, and politics to focus attention on building a sustainable and equitable future, a Smart Society.



Our message to the world is Join Sweden (click to read more)

Join Sweden to pioneer the possible

JOIN SWEDEN SUMMIT, 5-6 April 2022

The Join Sweden Summit is an *executive physical event* supported by a complementary digital broadcast, hosted by the Swedish government for *international companies* with a presence in Sweden, and for those companies with an interest in expanding into Sweden

The Summit will provide a unique opportunity for delegates to:



LEARN from high-level global and national speakers, ministers, business leaders, and entrepreneurs



EXPLORE Sweden's role in the green and digital transformation



UNDERSTAND the dynamic business ecosystem and how to accelerate your global growth



CONNECT with industry peers, potential partners, R&D and innovation institutes, Swedish businesses, and government officials

WHY SWEDEN, WHY NOW?

- Global megatrends are changing everything from production methods to social interactions. *Innovation*, *digitalization*, and the *green transition* have become the defining factors for development. How successful we are in building smarter societies will depend on the ability for *collaboration between academia*, *industry and government*
- Sweden knows that the green transition in energy, transport, infrastructure, and industry is pivotal for *sustainable growth*, and is now inviting international companies and investors to explore how they can accelerate their global competitiveness with Sweden



Global Executive Brief