EXPORT RÅDET

SWEDISH TRADE COUNCIL

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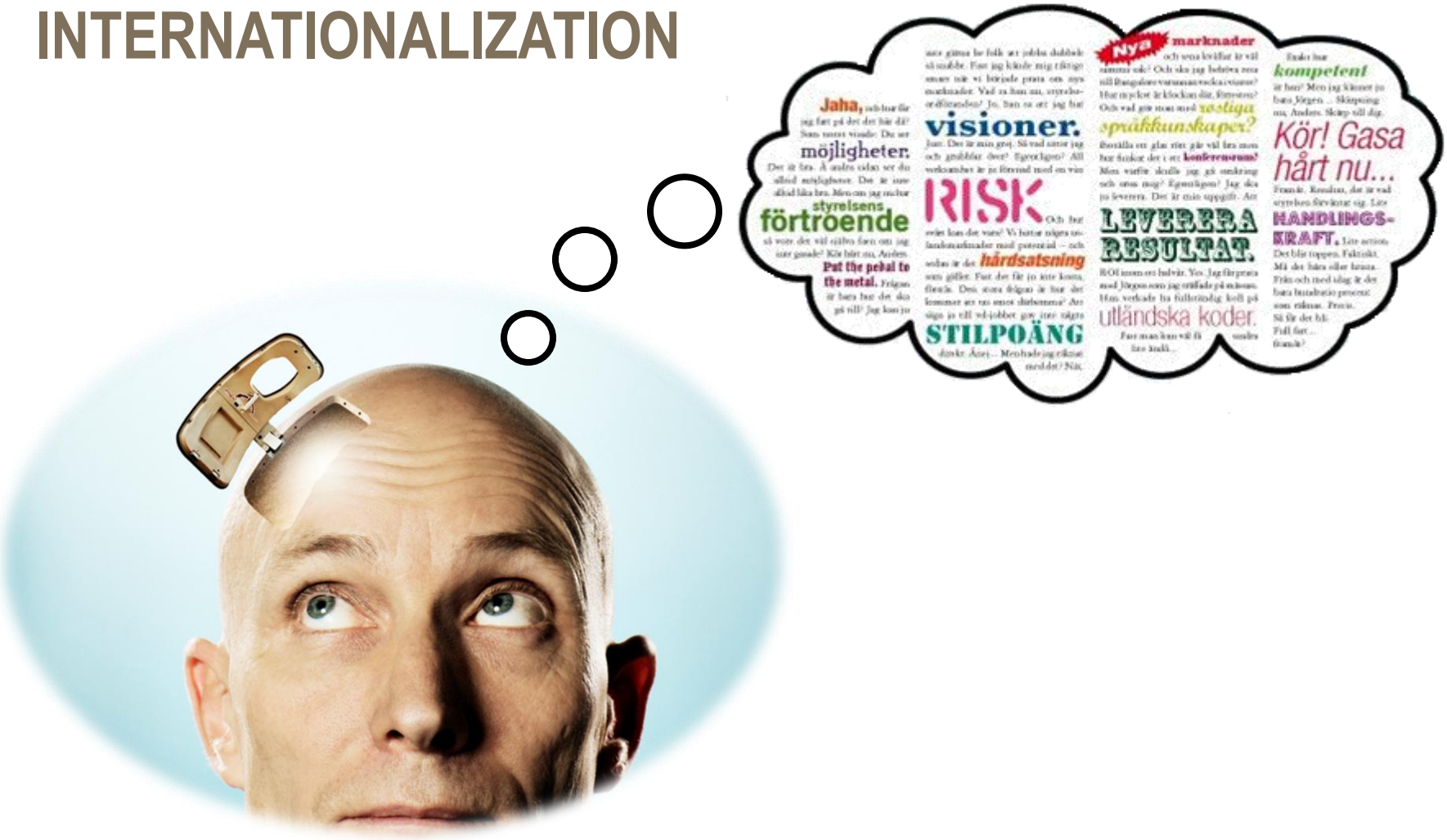
SWEDISH TRADE COUNCIL

WE SOLVE YOUR QUESTIONS ABOUT INTERNATIONALIZATION



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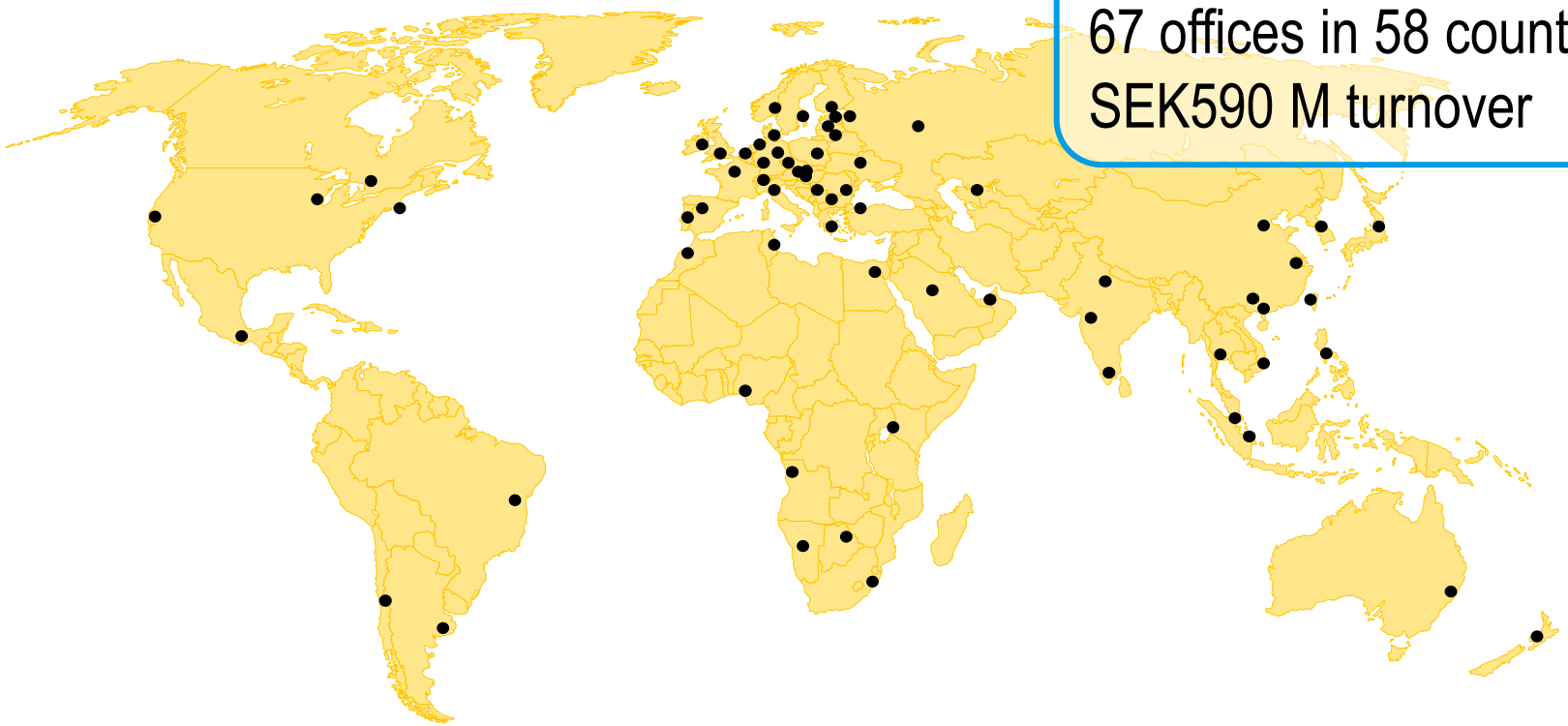
WE ARE AT HOME ON YOUR FOREIGN MARKETS

490 employees
67 offices in 58 countries
SEK590 M turnover



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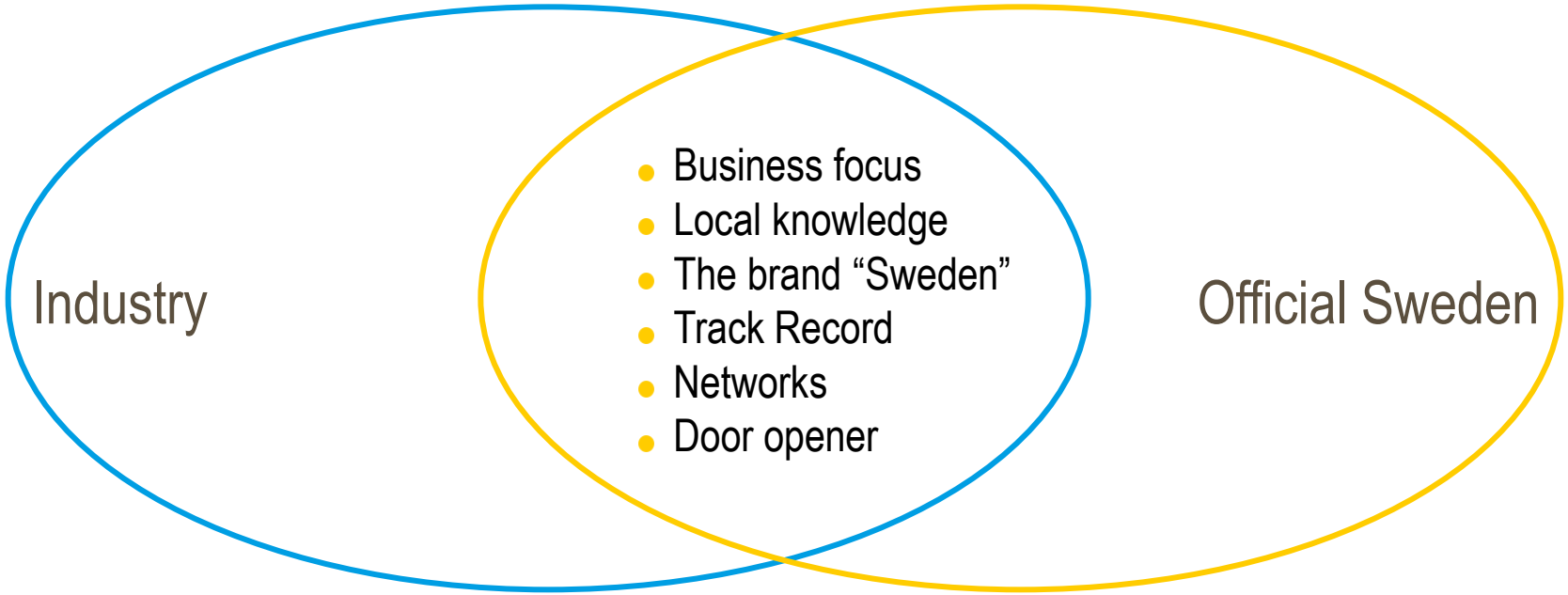
WE COMBINE THE BEST OF TWO WORLDS
Use our strengths in your internationalization



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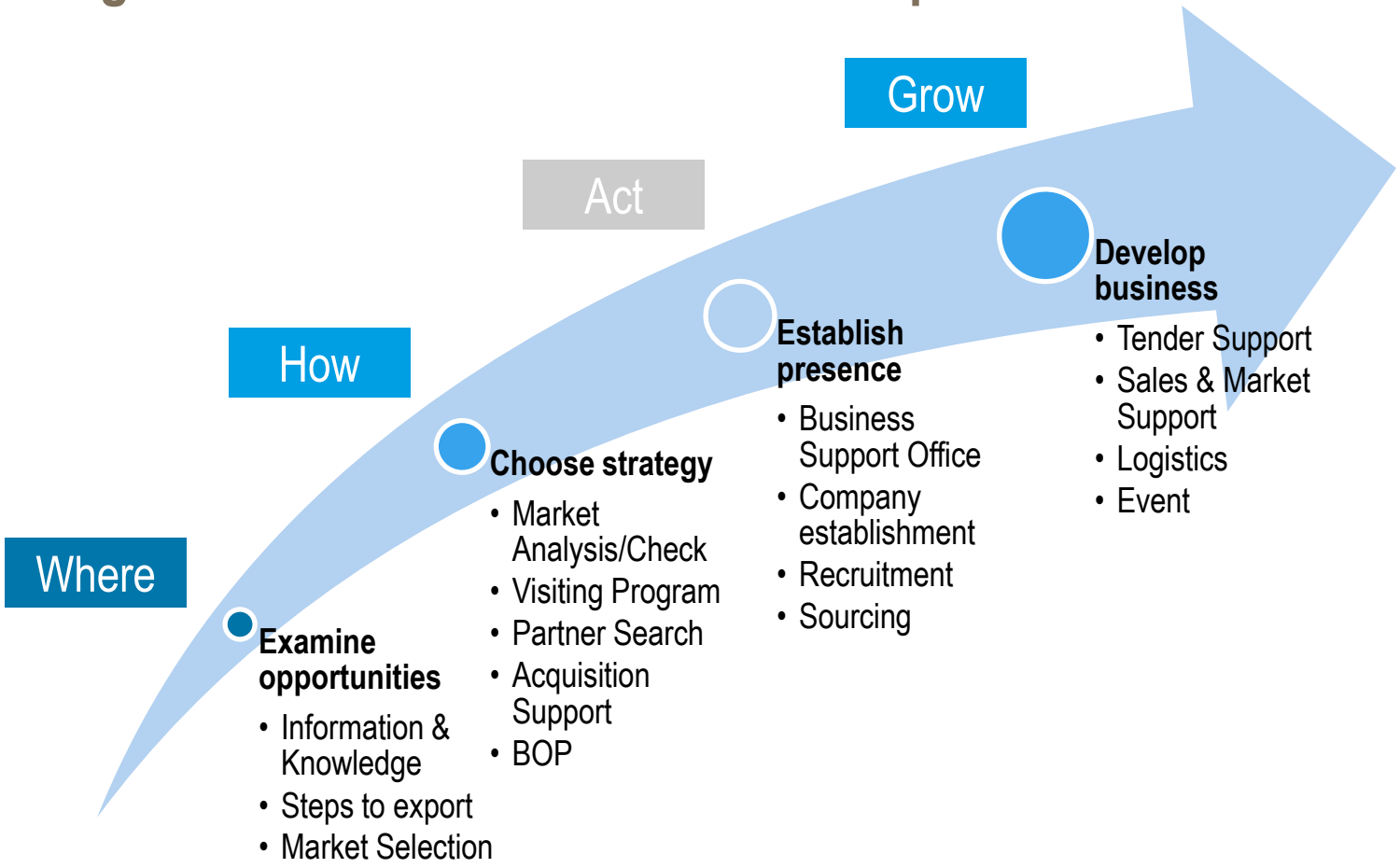
WE KNOW INTERNATIONAL BUSINESS

Strategic and hands-on assistance in all phases



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WE WANT OUR CUSTOMERS TO SEE US AS…

Flexible (Flexibelt.)

You don´t need to invest in fixed assets, enter into longterm contracts, employ people etc. before you have a tangible business. You can use our resources at variable costs on shortterm contracts. Our focus is to satisfy your needs.

Secure/Reliable (Tryggt.)

To work with us fells like being ”at home abroad”. We are someone to rely on and you can feel secure in new situations and circumstances. You can lean on our official role.

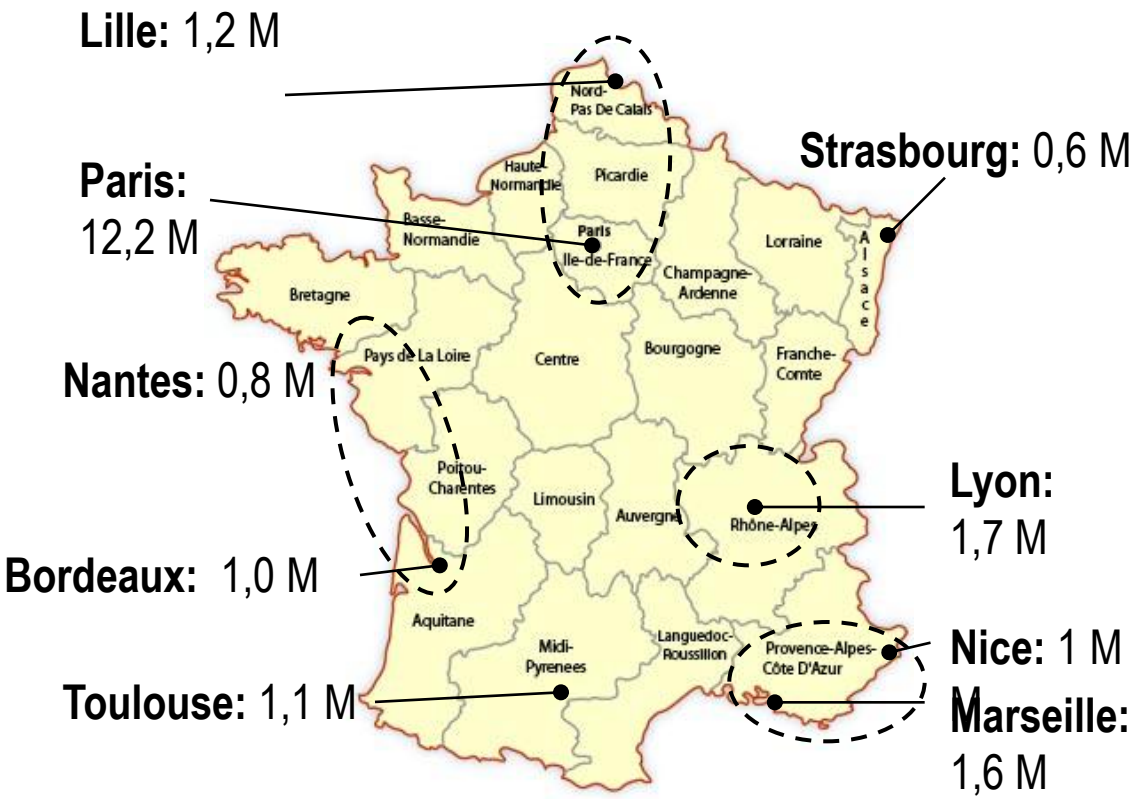
Quick (Snabbt.)

We help you through the bureaucracy and to speed up the process. A fast lane to revenues.

Everywhere (Överallt.)

No matter where you want to expand – we offer the same assistance, tailored to needs

FRANCE IS A REPUBLIC WITH 63,8 MILLION INHABITANTS*
– Paris is both the capital and the largest city in the country



Area:	549 000 km2
Official language:	French
Population:	63,8 million
Capital:	Paris
Government:	Republic
Chief of state:	President N. Sarkozy
Currency:	Euro
Exchange rate:	1 Euro = SEK 9,75**
Industries:	Transports, automotive, bio technology, electronic components, telecom, defense, pharmaceutics, agro-alimentary, luxury products, tourism, and services

20% of the French live in the Paris region

* Including DOM-TOM
**exchange rate April 12th 2010
Source: Swedish Embassy

THERE ARE THREE MAIN INDUSTRIAL AREAS IN FRANCE

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Main industrial areas in France

Automotive, railway, design, telecom pharmaceuticals, bio-technology

Automotive, railway, design, pharmaceuticals, telecommunications

Most headquarters are located in the Paris region, which is the center for decision-making

Automotive, electronic components, telecommunications, bio-tech

FRANCE DRAWS FOREIGN INVESTMENTS - IN THIRD PLACE AFTER USA AND UK

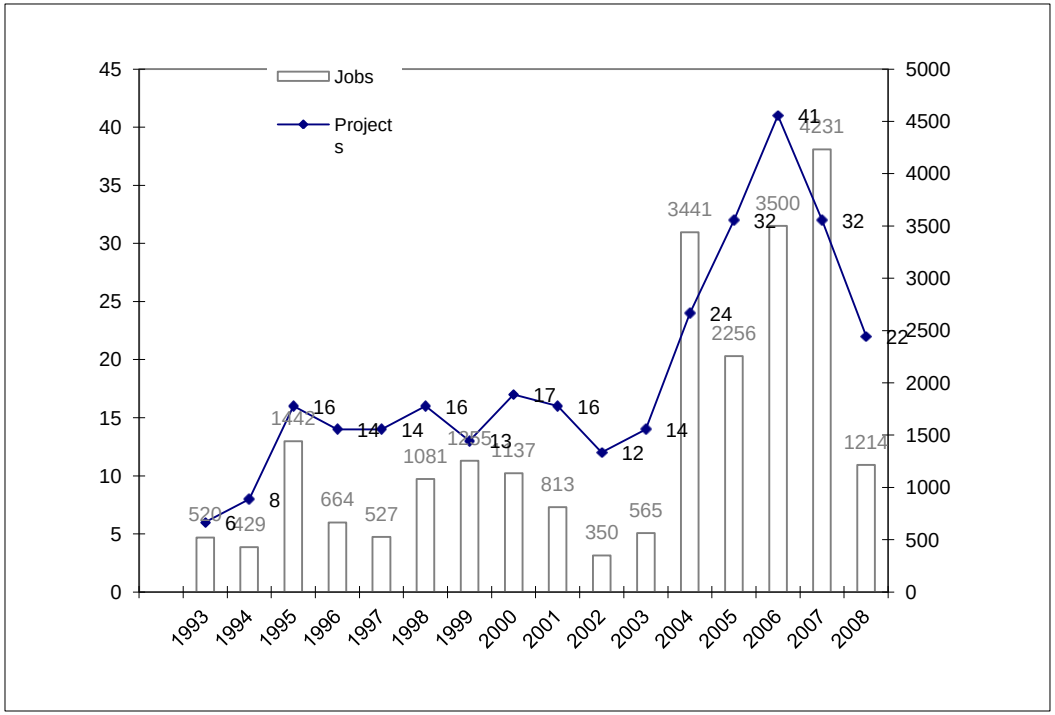
- Worlds **5th largest economy, 3rd largest in Europe**
- Worlds **4th largest importer**
- **63,8 million consumers** – Nr 2 in EU
- Biggest market in Europe for **Food & Defense** Industries
- Well developed **infrastructure**
- Large investments in **high-tech** and educated labor force

Source: UNCTAD-WIR 2008, INSEE, OECD, www.diplomatie.gouv.fr

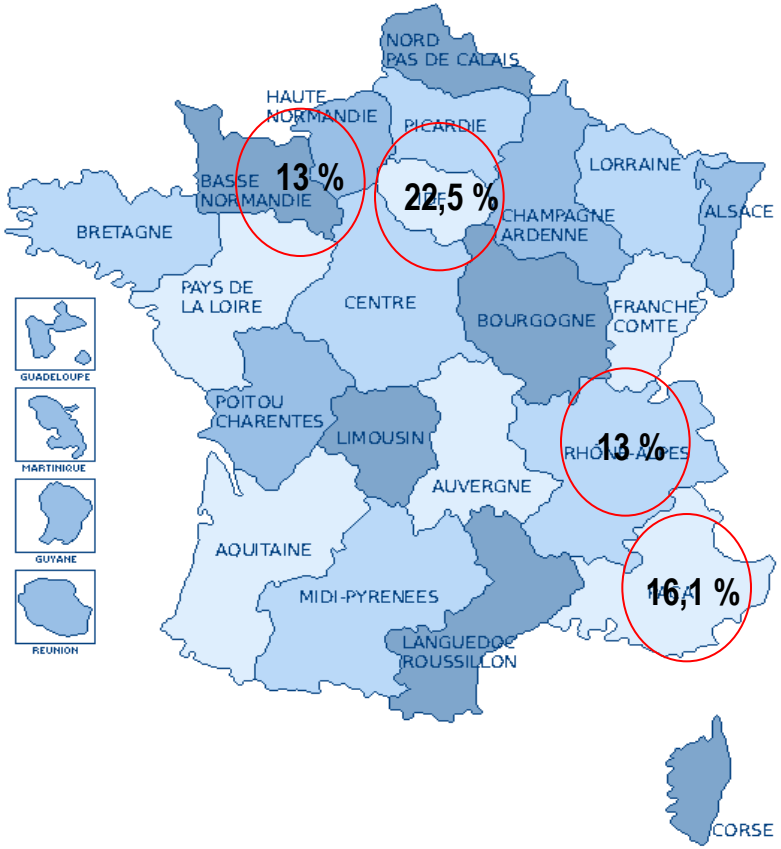
SWEDISH INVESTMENTS IN FRANCE

- 2007, Sweden the 2nd largest foreign employment creator after USA

Number of investments projects and jobs created



App. 300 Swedish companies (700 units), focus 4 regions



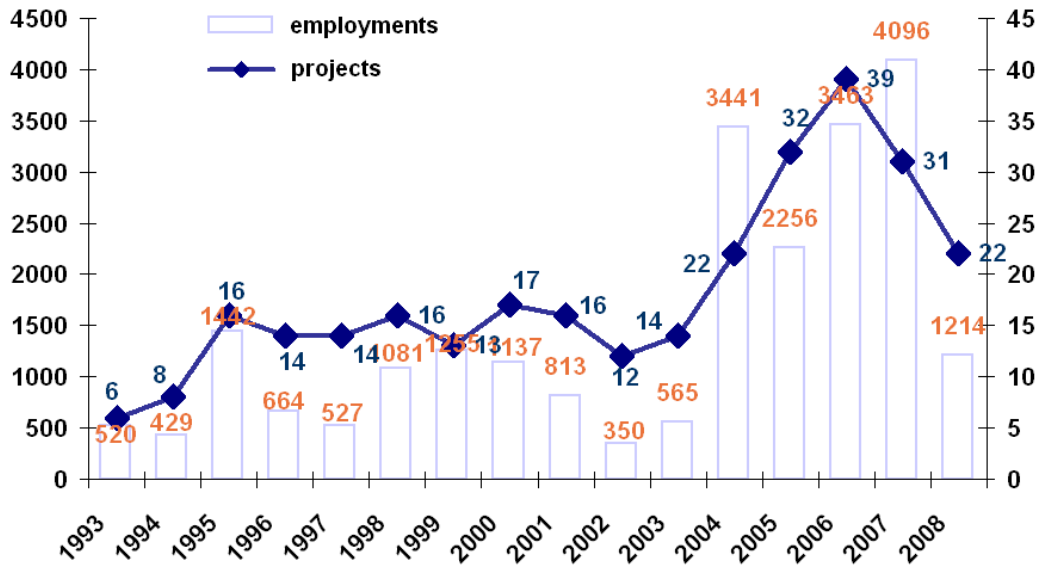
SWEDISH INVESTMENTS IN FRANCE

Sweden has been the **fourth largest foreign investor in France since 2004**. In 2007, Sweden reached an all-time high in terms of jobs created and maintained when it became **France's second largest foreign investor, exceeding the 4,000 jobs mark for the first time.**

Since 1993, Swedish companies have carried out **292 investment projects in France** which is an average of 19 projects per year.

These 292 projects have resulted in either **creating or consolidating 23 253 jobs in France**, which represents an average of 1 550 jobs per year.

Number of projects and employments since 1993



Source: Invest in France

THE MAJOR SWEDISH EMPLOYERS IN FRANCE

- Securitas : 22000 employees
- Volvo AB (via the subsidiary Renault Trucks) : 14000 employees
- Ikea : 9000 employees
- Capio : 5200 employees
- SKF : 4000 employees
- Loomis : 4000 employees
- Autoliv : 3300 employees

These 14 companies employ more than 75.000 people in France and the number of employees working for Swedish companies are 100.000.

Source: Invest in France

FRANSK INNOVATIONSKRAFT

Haute Couture

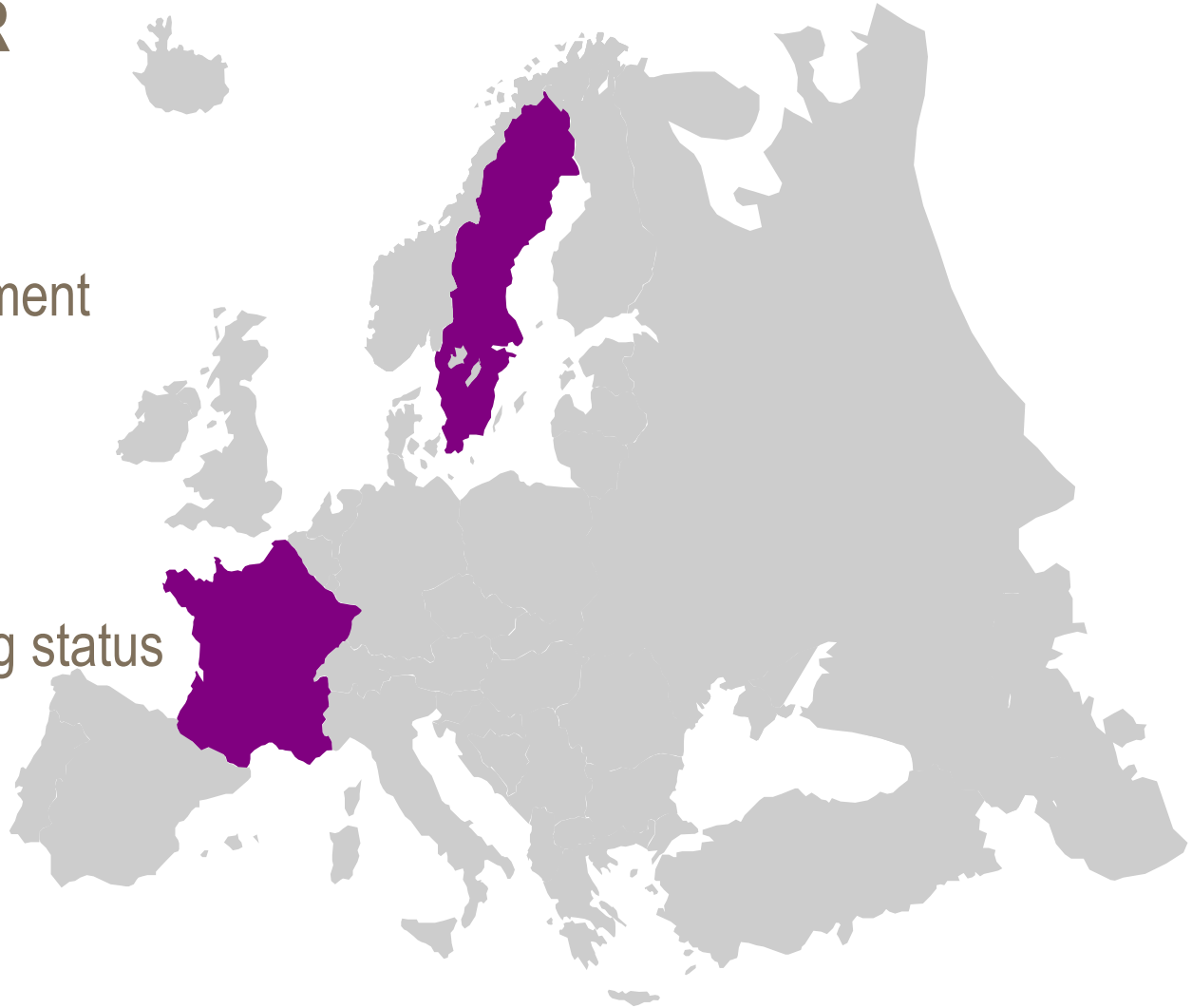
Minitel

TGV 2 vån.

Renault – Formel 1

AFFÄRSKULTUR

- Centraliserat
- Hierarkisk management
- Muntligt - skriftligt
- Argumentation
- Nätverken
- Specialisten har hög status



FRANSKT MANAGEMENT

- Hierarktiskt
- Chefen fattar beslutet – sällan consensus
- Arbetar i silo
- Ovana att arbeta transversalt
- Starka nätverk

FRANSKT MANAGEMENT

- Går inte utanför sitt väl definierade arbetsområde
- Byter sällan bransch
- Långa arbetsdagar..
- Medarbetaren är i stort behov av ledning och instruktioner

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