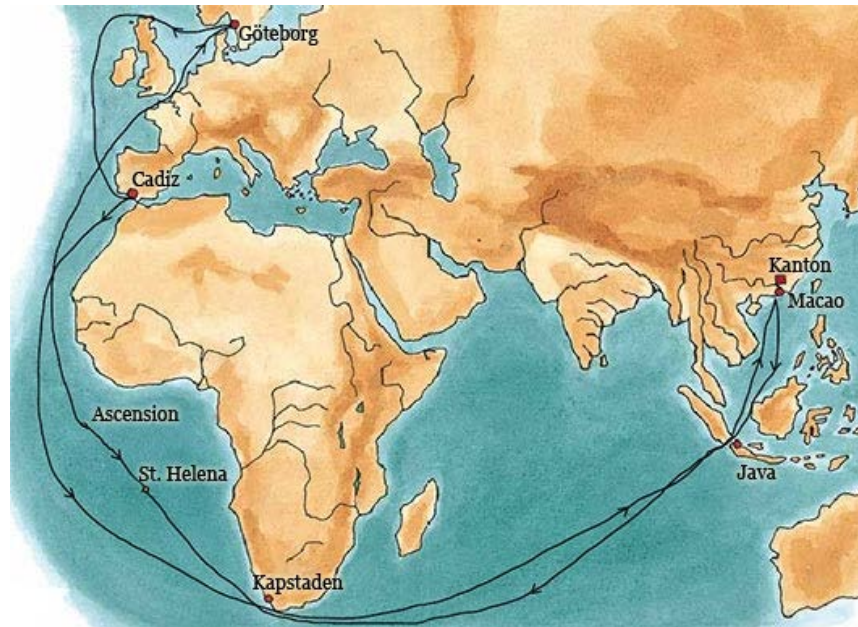


# Export – Just do it!



# Exporting is a Swedish tradition

The Svenska Ostindiska Kompaniet was formed in 1731 to trade with East Asia.



# Exporting is not difficult !

There is a Myth that Exporting is complicated and difficult.

Exporting is the same as going business in Sweden, your client is a bit further away, they like some other documents and maybe have some funny local customs



# Why Export?

It helps your business be successful!

Firms who export are  
34% more productive  
in the first year



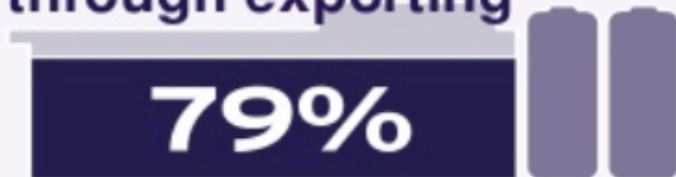
Exporters achieve  
59% faster  
productivity growth



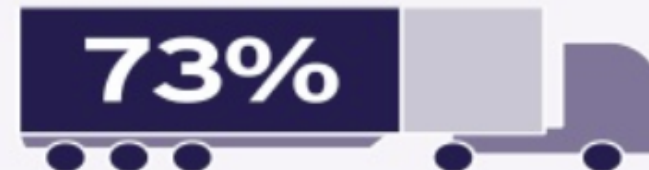
A company is 11% more  
likely to survive if they  
do business overseas  
**11%**



79% of companies  
achieved fuller utilisation  
of their existing capacity  
through exporting



73% of companies increased  
the lifespan of their products  
through exporting





# Exporting is Fun



**BREAZE SOLUTIONS**  
from strategy to action

## Don't believe everything you hear

**Its Risky** No its not! If managed correctly and the pitfalls are minimised, it is no more risky than domestic business.

**Its Scary** No its not! There is plenty of professional help available, from both the Government and Private sector.

### The customers are foreign

Yes they are! And they want to do business with you. What is your problem?

### I won't understand them

English is the Trade language of the world. 86% of Swedes know English. Sweden ranks 1 out off 88 countries where tests are performed. \*

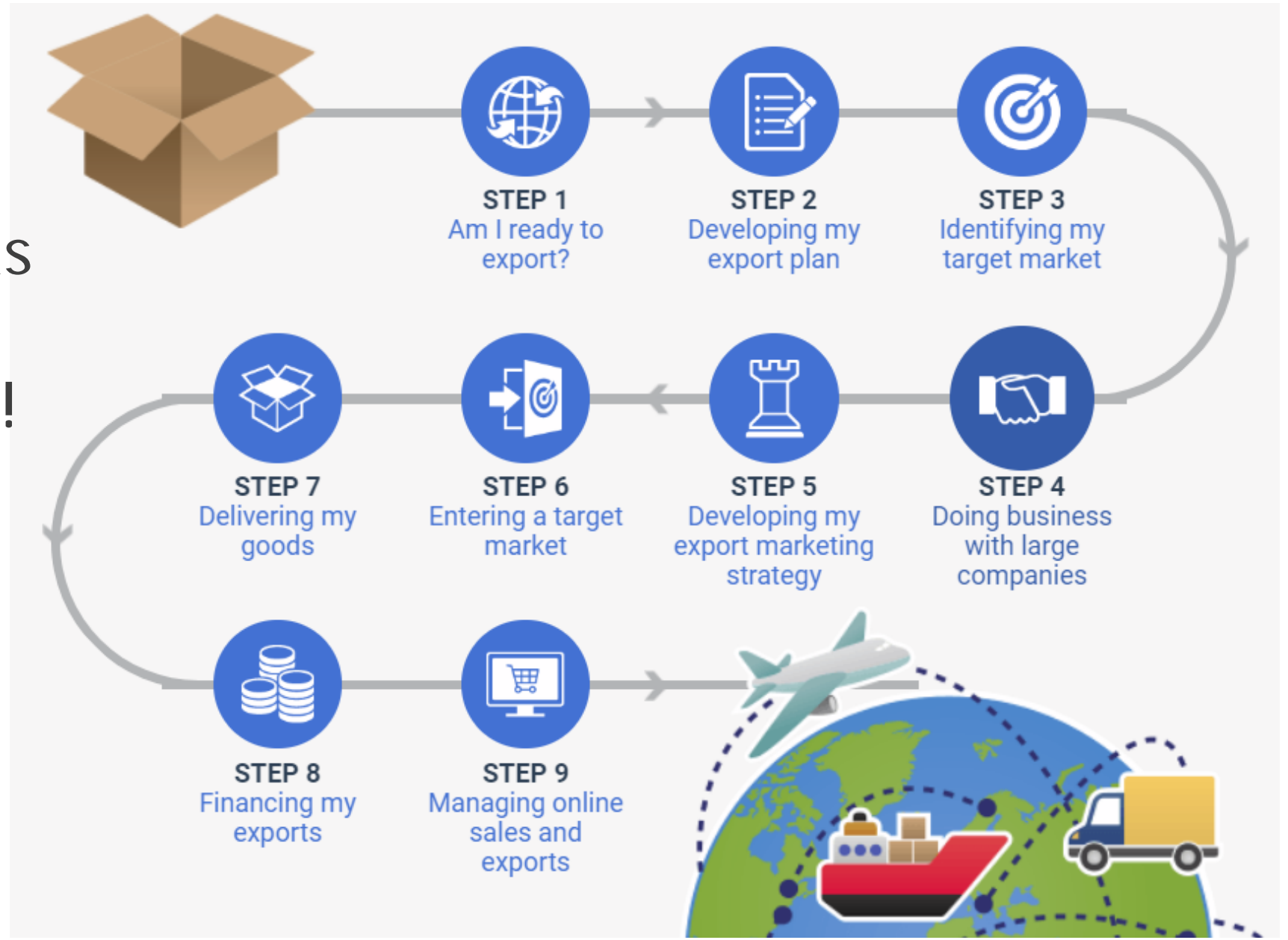
### It costs alot

Yes, there are costs. Investment in an Export strategy is important. There are Governmental organisations, the Banks, and many others who can help with this, as well as your own internal cash flow for business development.

\* EF EPI (English Proficiency Index)

# Its a basic step by step plan

Much the same as  
your domestic or  
Nordic sales plan!



# Small & Medium Business - the future of Swedish Export success

Size *	Number	Share	% of national employment
SME company	696,426	99,9%	66,3%
Large company	1,016	0,1%	33,7%
Total	697,443	100%	100%

In Jan 2017 \*\*

58% of SME's exported to 2 – 5 countries (Large proportion are only Nordic region)

11% of SME's exported to 6-10 countries

17% of SME's exported to 11 or more countries

**So, we only have approx. 28% SME's exporting regularly and widely.**



# Opportunity to increase your business in the Middle East

## World Expo 2020 in Dubai

The World Expo 2020 exhibition takes place in Dubai in 2020. The theme of Expo 2020 is "Connecting Minds - Creating the Future." The exhibition has three areas: opportunities (opportunity), mobility (mobility) and sustainability (Sweden). In the area of sustainability Expo 2020 will be the Swedish Government's single largest investment in export and investment promotion.





200 Swedish companies currently working in UAE

7000 UK companies currently working in UAE



**Swedish companies need to become more active in the Middle East region**



UK v Sweden Population is approx. 7 times larger.



# And then there is BREXIT

## UK is the world's 6<sup>th</sup> largest economy in 2019

Business will have some bumps and scrapes during the Brexit process whatever the outcome. History shows us that commerce is resilient and overcomes all other issues eventually.

My recommendations:

Continue doing business with UK partners.

Plan with your UK partners to work closely together during Brexit.

Keep up to date with Swedish and UK trade notices and advisories.

Take advantage of opportunities as they present themselves.

Don't believe the speculation in the media.

Be positive!

Sweden's exports to United Kingdom amounted to \$9.3 billion or 6.1% of its overall exports.

1. Mineral fuels including oil: \$1.9 billion
2. Vehicles: \$1.2 billion
3. Machinery: \$754.2 million
4. Paper: \$685.7 million
5. Wood: \$671.7 million
6. Electronic equipment: \$599.3 million
7. Fish: \$306.2 million
8. Pharmaceuticals: \$286.3 million
9. Gems, precious metals: \$260.7 million
10. Iron and steel: \$254.8 million

United Kingdom's exports to Sweden amounted to \$7.9 billion or 5.1% of its overall imports.

1. Mineral fuels including oil: \$1.2 billion
2. Vehicles: \$1.1 billion
3. Machinery: \$1 billion
4. Electronic equipment: \$839 million
5. Pharmaceuticals: \$468.9 million
6. Iron and steel: \$440.5 million
7. Plastics: \$274 million
8. Medical, technical equipment: \$242 million
9. Beverages: \$193.5 million
10. Rubber: \$164.3 million

**UK & Sweden need each other**

# Breaze Solutions

Helping companies, manufacturers and distributors perform in new & challenging markets





Looking forward to  
discussing business further  
and in developing a long  
term partnership.

**BREAZE SOLUTIONS AB**  
Johan Banérs väg 14B  
SE 18275 Stocksund  
Sweden

Tel: +46(0)8 519 71577 Mobile: +46(0)73 834 2434

Email: [ross.hopwood@breaze.se](mailto:ross.hopwood@breaze.se)

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

Skype Name: [rosshopwood](https://www.skype.com/en/contacts/rosshopwood)



**BREAZE SOLUTIONS**  
from strategy to action



**SWEDEN** *on the* **GO**   
Qualified international expertise