

Market Visit - Sweden

9 Mar – 13 Mar 2008

What you need to know

Sweden is a prosperous, open and competitive market. With a high spending consumer market Sweden is key export market and a major driving force in the advancement of environmental protection issues.

Our market visit takes us to the capital of Sweden; the city of Stockholm is virtually situated on the water, an archipelago of 14 islands.



As the fourth largest exporter to Sweden, North East business can benefit from the considerable business opportunities available across many sectors including their growth industries of ICT; creative & media; healthcare and lifescience and environmental technology.

Keeping you on track

In partnership with the British Embassy, Stockholm we are here to help you understand how to achieve sales in this market.

- You will travel with and enjoy the company of a group of fellow businesses *
- You will be accompanied by John Holmes-Carrington, an experienced international trade adviser
- Receive a recommended travel and accommodation itinerary
- You will attend a briefing session before departure, which will give you a comprehensive understanding of the country and the market visit
- You will be given a travel pack of useful information prior to your trip
- A professional UKTI trade officer, based in Stockholm, will undertake specific research activity to identify business contacts appropriate to your business
- The trade officer will arrange appointments for you to meet those identified contacts who express an interest in learning more about your products, services or expertise
- There will be an opportunity to socialise during the evening with members of the group who wish to join in
- On the first morning, you will attend a Welcome and Introduction by the UKTI trade team based at the British Embassy, after which you are free to conduct your itinerary of business appointments
- Receive automatic membership of the North East International Trade Networking Club which has quarterly networking meetings to catch up with your fellow travellers

TRAVEL ITINERARY

Sunday 9 March Depart Newcastle Airport via Amsterdam to Stockholm

Thursday 13 March Depart Stockholm via Amsterdam to Newcastle

To register your interest please call the
North East International Trade Hotline on 0845 05 05 054
or email: enquiries@ukti.rito.co.uk

*The recommended travel package will be a guide only. Travellers are responsible for making their own arrangements including obtaining visas, either with the suggested travel agent (details provided on request) or their own preferred supplier