Opportunities in Sweden

Sweden is a European manufacturing center that is investing heavily in “smart technology” to achieve “Produktion 2030” (a public-private initiative). Sweden is one of the most well connected countries in the world with over 95% of the population having access to internet. E-commerce is gaining ground with 28.5% of SMEs selling online in 2018, which is well above the EU average of 17.2%. The Minister of Digitalization plans to build digital infrastructure and improve cybersecurity. Sweden will also look to import food and consumer goods to support the fifth largest population increase in Europe from 2017-2018. It is also a leader in IoT, sustainable construction (especially urban development), and a fossil-fuel-free energy transition that benefits from over 2,000 hydropower plants.

The top opportunities for Virginia exporters in Sweden include:

- Defense and Security
- Industrial Machinery
- Information Technology
- Medical Equipment
- Organic Chemicals
- Wood Pulp

Opportunities in Denmark

Denmark has the widest 4G coverage in Europe. Online platforms for video on demand, music and games, and banking are especially popular. Denmark will even become the first country in the world to apply blockchain technology for processing ship registrations. On the other hand, fisheries, agriculture, and forestry continue to be vital sectors in the Danish economy. There are more than 500 American subsidiaries established in Denmark and a strong American Chamber of Commerce. The Danish Government plans to address municipal, public housing, and integration spending in 2018.

The top opportunities for Virginia exporters in Denmark include:

- Electrical Machinery
- Pharmaceuticals
- Scientific Equipment
- Aircraft Parts
- Toys and Games

“The people we were able to meet with as a result of this trade mission were high level decision makers that typically take us a long time to reach. The research and insights gained on this trip will help us keep our competitive advantage!”

- Trade Mission to the United Kingdom

“This trip turned out to be an excellent opportunity to build relationships with five qualified Mexican companies that can and will support my business going forward.”

- Trade Mission to Mexico

“The trade mission to Colombia was one of the best events we have attended. The meetings matched our search criteria, we were productive in our efforts to obtain new client contacts, and we gained new insight into our industry in Colombia.”

- Trade Mission to Colombia
Trade Mission to Sweden and Denmark

Trade Mission Details

Dates: October 21 - 25, 2019

Fee: $2,500 (fee does not include airfare, lodging and meals)

Registration Deadline: August 23, 2019

Questions?
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“I have visited Saudi Arabia before, but the success I had in this trip was above and beyond our expectations. We have a few opportunities that may result in business. We are now developing proposals and evaluating partnerships.”

- Trade Mission to Saudi Arabia