

Sweden & Baltics

April 20–24, 2026

Registration Deadline | February 20, 2026

Sweden

With a population of more than 10.5 million people, Sweden is the largest Nordic economy with a highly developed, transparent, and diversified market. In 2024, Sweden was Virginia's 32nd largest trading partner. Virginia exports to Sweden in 2024 were valued at \$130M. There was nearly a 45% increase in Virginia exports of goods to Sweden between 2023 to 2024.

Sweden is outside of the Eurozone, but many companies in the country are more than happy to conduct business in U.S. dollars. Sweden also consistently ranks high for its connectivity, governance, investment in R&D, and business climate. This has led several foreign firms to establish operations in Sweden when looking to enter or expand into the Nordic and Baltic regions. The top exports from the U.S. to Sweden include aerospace/defense, automotive aftermarket, telecommunications equipment, healthcare/life sciences, information technologies, safety/security, clean-tech, industrial machines, and renewable energy.

Top opportunities for Virginia exporters in Sweden include:

- Advanced Manufacturing
- Agriculture
- Cybersecurity
- eHealth
- Medical Equipment
- Smart Build Environment Technologies



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The VEDP team arranged a very focused and relevant meeting schedule that met the guidance that I provided to the tee. I am already receiving new opportunities from new potential partners.

Sweden Trade Mission Participant

TRADE MISSION | SWEDEN & BALTICS

Baltics

The Baltics comprise the Northeastern European countries of Estonia, Latvia, and Lithuania. With a population of 5.8 million people, the Baltic countries have developed economies with mature manufacturing sectors and emerging tech and ITC industries. Additionally, all three of the Baltic countries are members of both the European Union as well as NATO. Sharing a land border with Russia, the Baltic nations have increased their defense spending in recent years. As EU member states, Estonia, Latvia, and Lithuania present a comparatively low-cost foothold for accessing the entire EU market.

Business attitudes in the Baltics are positive towards U.S. companies. Last year, Virginia exports to the Baltics were valued at \$46M. Many in the region are familiar with U.S. brands and products which are seen as dependable and high-quality. The top opportunities for Virginia exporters in the Baltics include:

- Agriculture
- Computer Software and Hardware
- Defense and Security
- Pharmaceuticals
- Renewable Energy

Registration

Register and pay the Trade Mission fee online by visiting sweden-baltics-trade-mission-2026.eventbrite.com.

Contacts

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This was our first trip to market and we had an RFQ from a potential sales agent before we left the country! We exceeded our goal of meeting potential interested parties (distributors, integrators, or sales agents) thanks to the pre-vetting done by VEDP's in-country consultant.

Trade Mission Participant