Webinar

BUSINESS SWEDEN
THE SWEDISH TRADE & INVEST COUNCIL

mitigram

Leverage technology to manage trade barriers for Swedish exporters

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29 Jan 2026
01:00- 01:50 PM, CET Time

Business Sweden

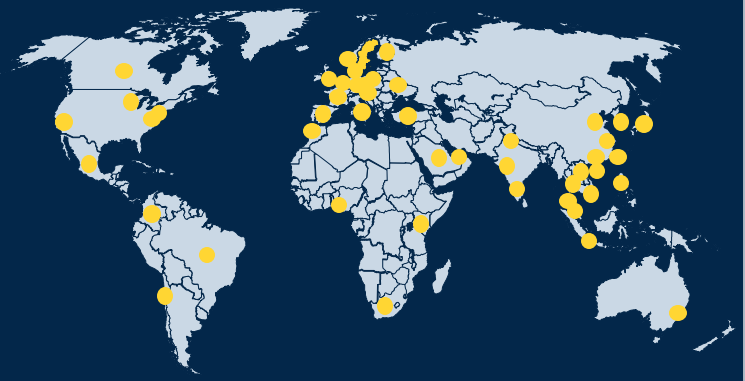
The Swedish Trade and Invest Council

We help Swedish companies grow global sales and international companies invest and expand in Sweden

500+ employees

35 nationalities

Established in 1887



54 offices and locations globally

Jointly owned by the state and the business sector

PROGRESS BY TRADE

- **Export promotion**
- **Investment promotion**
- **Advisory services**
- **Business support services**

Key Industries:
Energy & Transport / Industrials & Materials / Life Science / Digital Technologies / Consumer Goods

Business Sweden TIF

TIF - The competence hub for Trade & Invest Facilitation

Anna Arnefalk

Maria Klebert Björk

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Our services

Advisory

- One point of entry for technical queries
- Hands on advice by knowledgeable experts
- Accessible for all relevant functions

Publications

- Exportguiden
- Frihandelsguiden
- Skeppningshandboken
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Courses

- Open Trainings
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- Company establishment guidance
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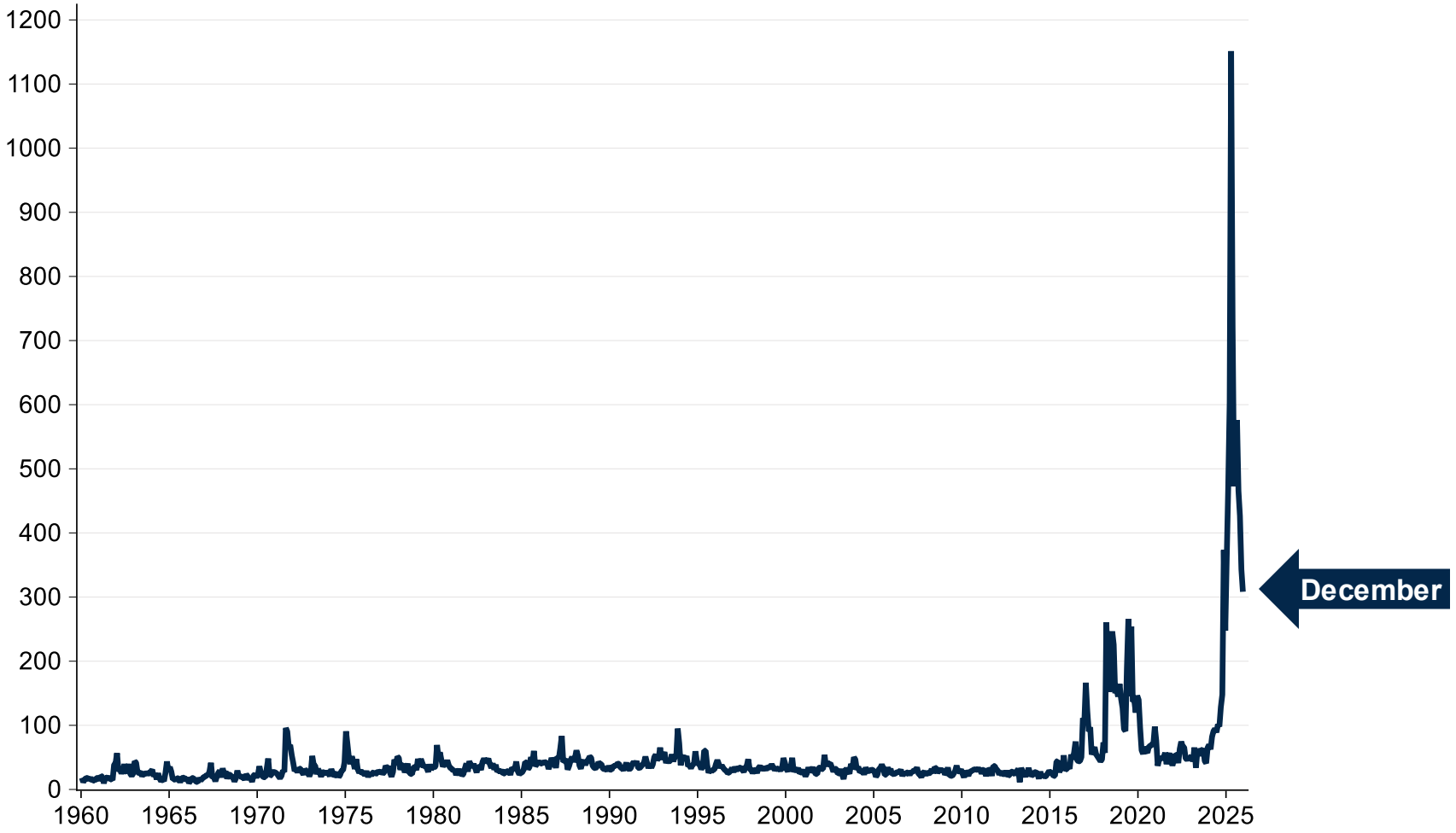
Contact us: exportregler@business-sweden.se | LinkedIn: Business Sweden Exportregler

UNCERTAINTY IN GLOBAL TRADE HAS DECREASED BUT IS STILL ELEVATED

Trade Policy Uncertainty Index

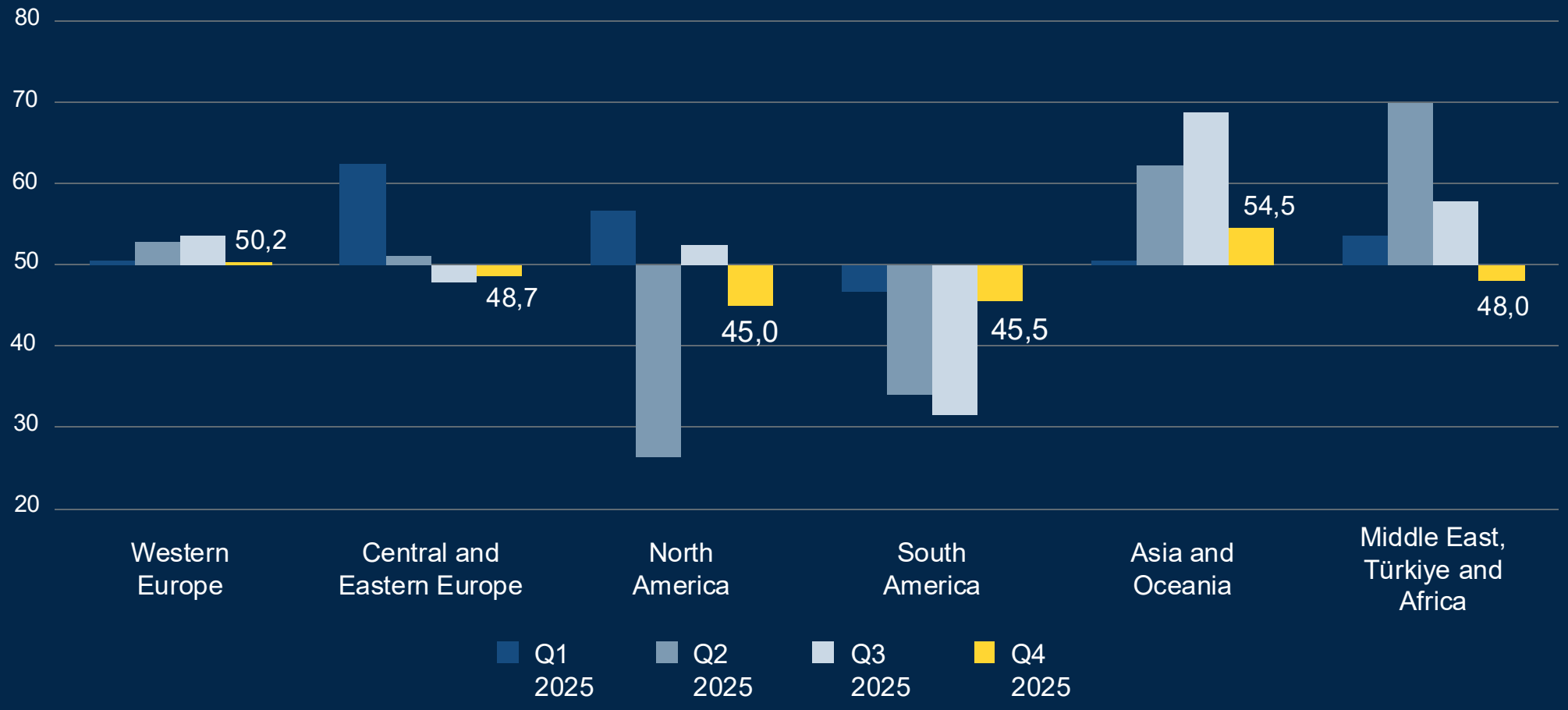


SOURCES: MACROBOND AND MATTEO JACOVIELLO

Export managers have calmed down in their worries but are cautious

Export Managers' Index (EMI) Q4 2025

Export demand by region, forecast



Source: Statistics Sweden, Business Sweden (2025)

Swedish companies and economy not dramatically affected

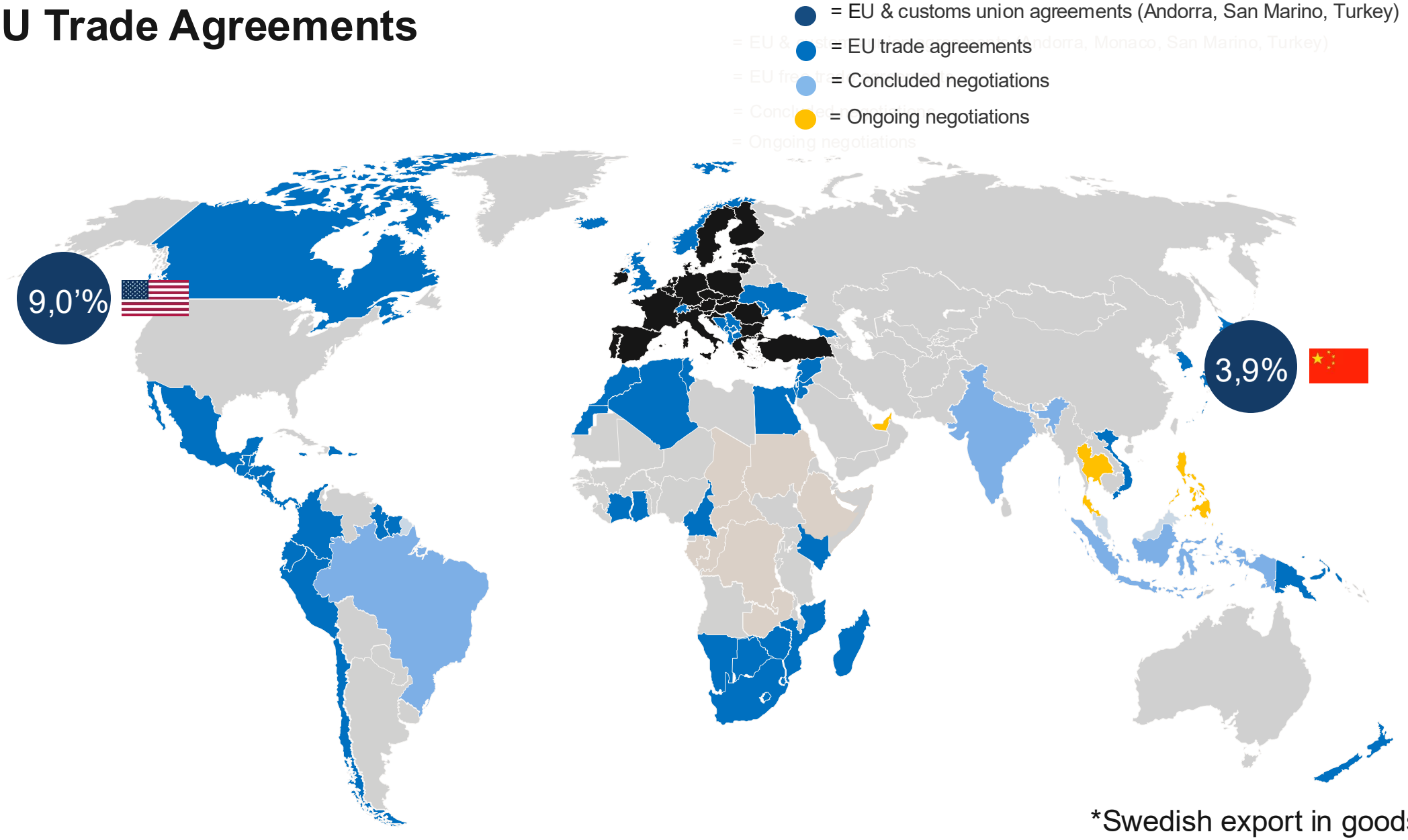
Sweden’s export of goods, share by region in per cent, 2024

Source: Statistics Sweden (2025)

Resilient due to:

- Export primarily to Europe
- Global production footprint
- Well diversified supply chains
- Strong local positions

EU Trade Agreements



*Swedish export in goods, 2024

Uncertainty and new opportunities await Swedish companies

How to manage turbulence successfully

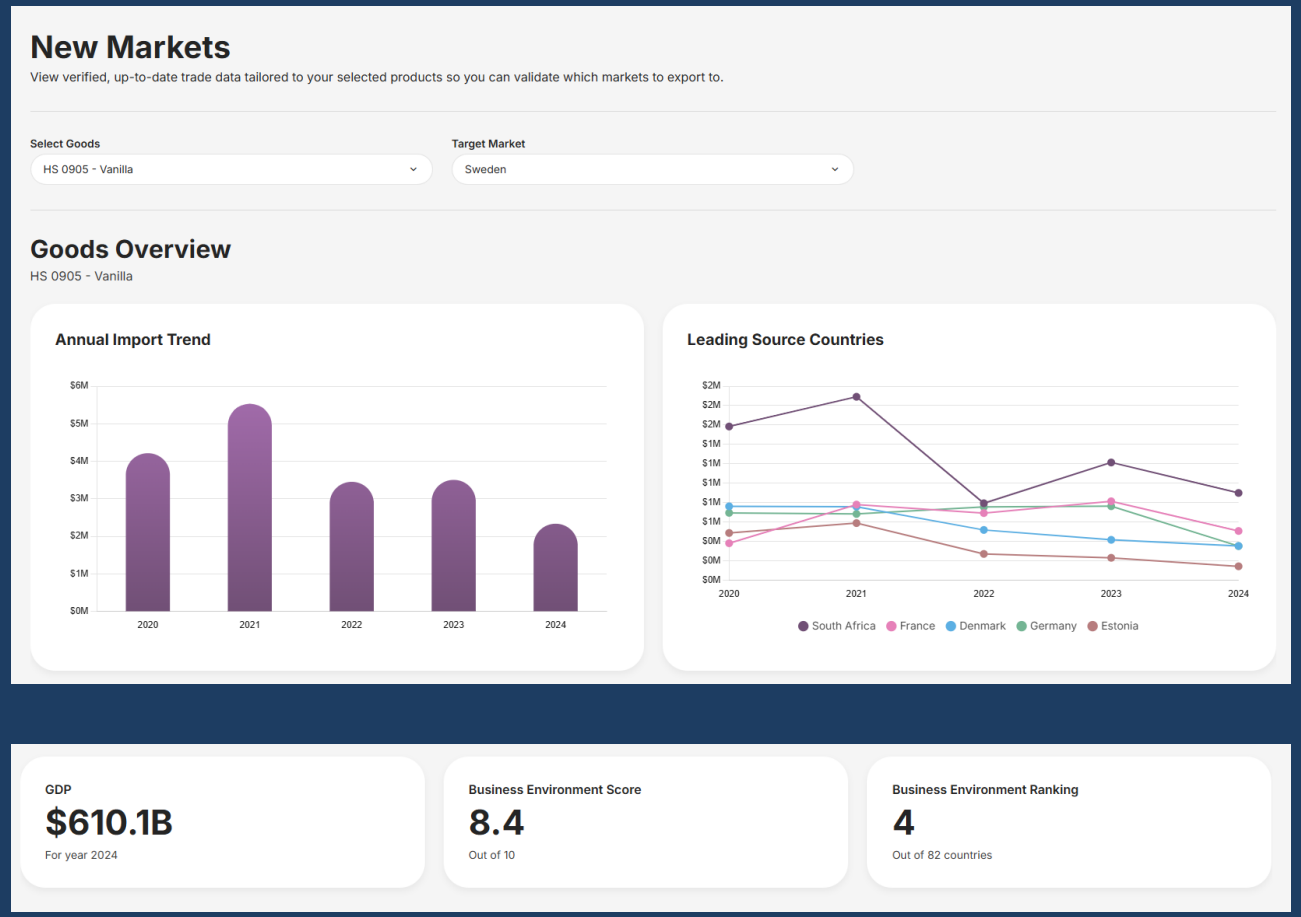
Make use of technology and data

1. **Keep a cool head**
   Don’t overreact. Spontaneous adjustments can be costly.
2. **Follow developments and organize internally**
   Establish a clear internal function to map markets and supply chains – and analyze how new tariffs and regulations could affect your business.
3. **Think in scenarios and have a Plan B**
   Simulate different outcomes and prepare concrete responses – from short-term supply disruptions to changing trade conditions and knock-on effects (transport, energy, exchange rates, etc.).
4. **Ensure compliance fundamentals are in place**
   Review customs processes, delivery terms, country of origin, and product classifications to avoid unnecessary costs and risks.
5. **Adapt your market strategy**
   Evaluate pricing and contracts – but also assess which new markets to develop to maintain sales volumes.
6. **Build robust supply chains**
   Reduce dependency on individual countries or partners – and consider whether local presence might be part of the solution.
7. **Work closely with suppliers for financial/logistic flexibility**
   Optimize inventory and cash flow to enable swift responses when costs or lead times change.

Validate your market entry plan with complete data from verified sources

- Access country-specific trade data by selecting your goods using HS code
- Identify trade trends within targeted markets
- Verify if a market is stable to export to

Get started for free



Optimize your working capital & cash conversion cycles

- Visualize your working capital in a **timeline view**
- Change DSO, DIO, and DPO to see how **changes in days impact your cash position**
- Identify funding gap
- Explore different financing options to get more working capital and liquidity

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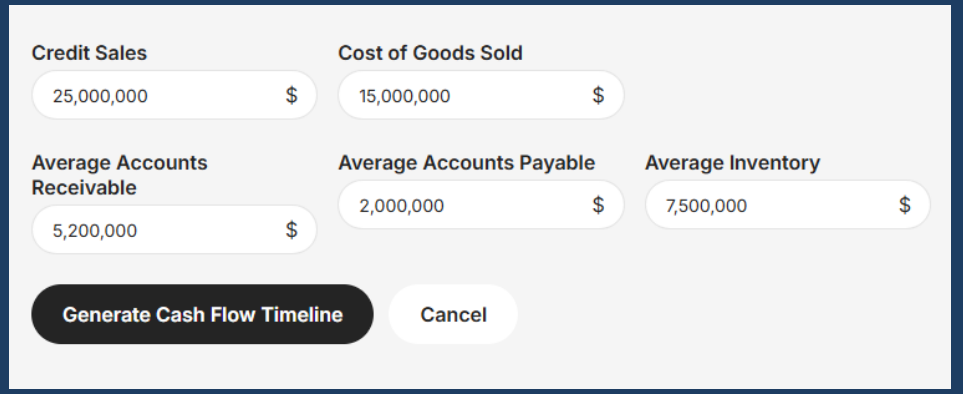
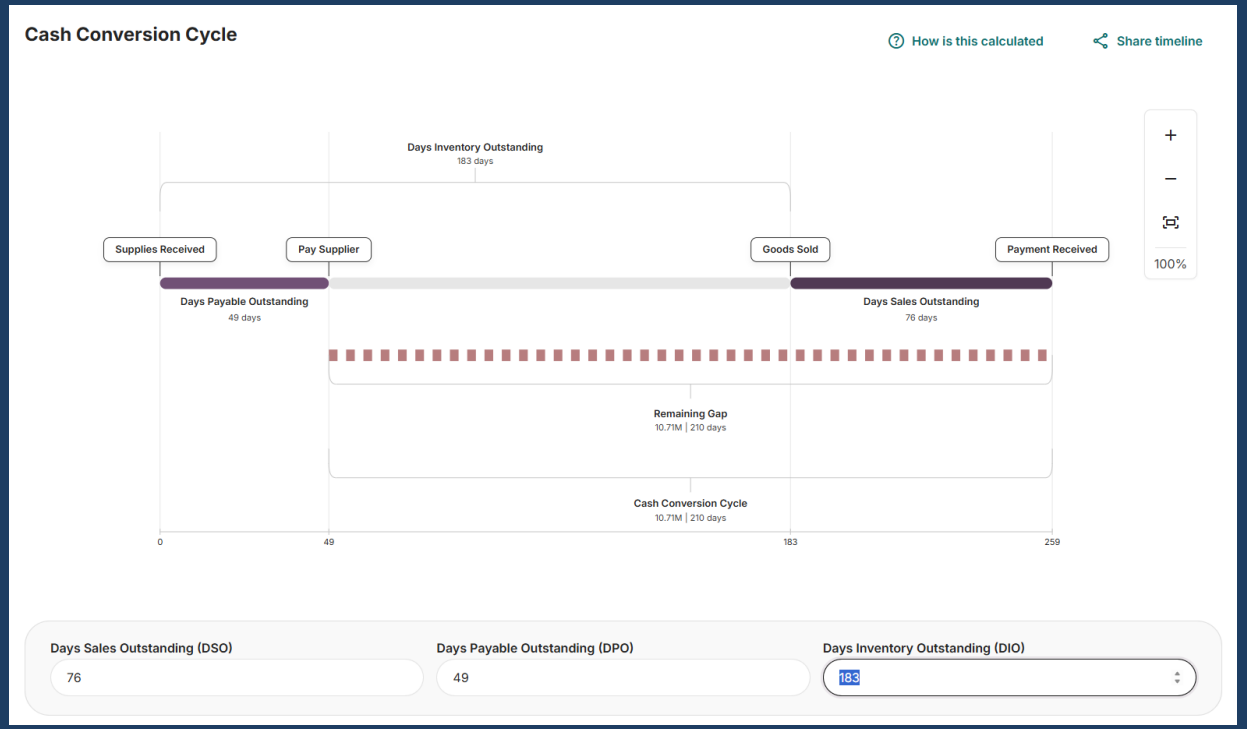
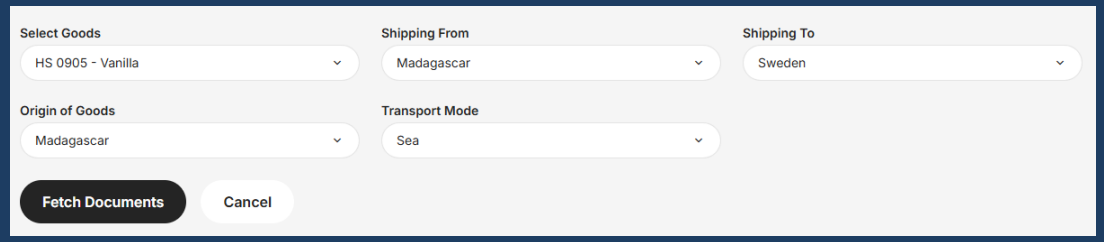


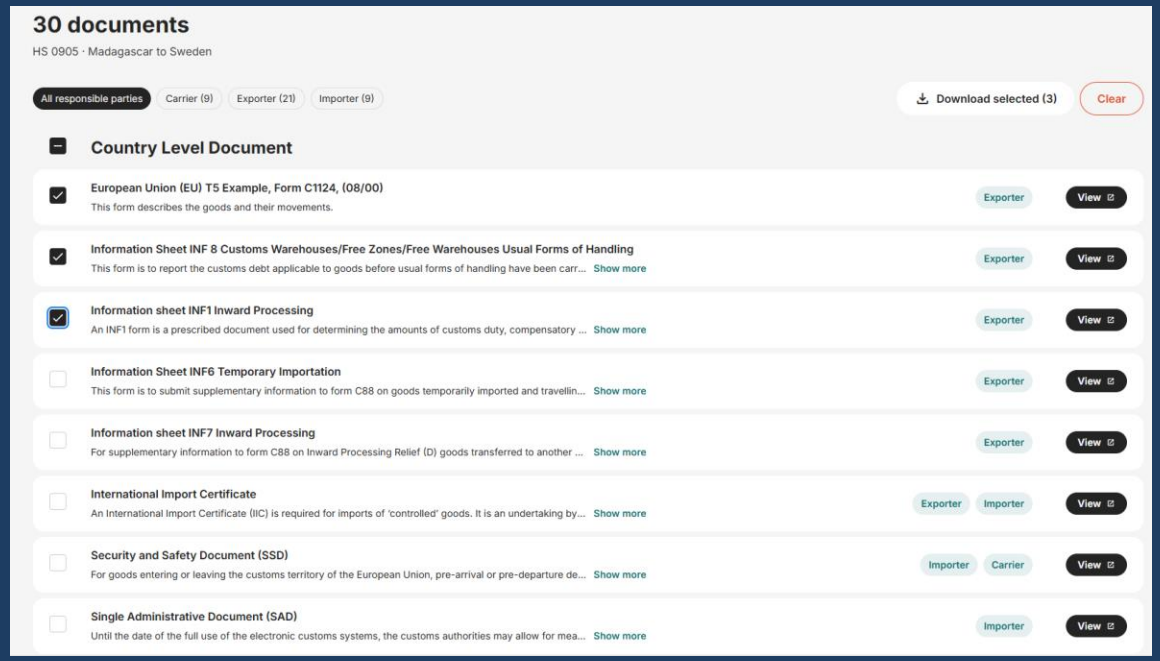


View all required documents to ship your goods successfully

- Insert your trade details
- See all documents in sample format
- Compare them with what you have, so you won't miss any important files

[Get started for free]





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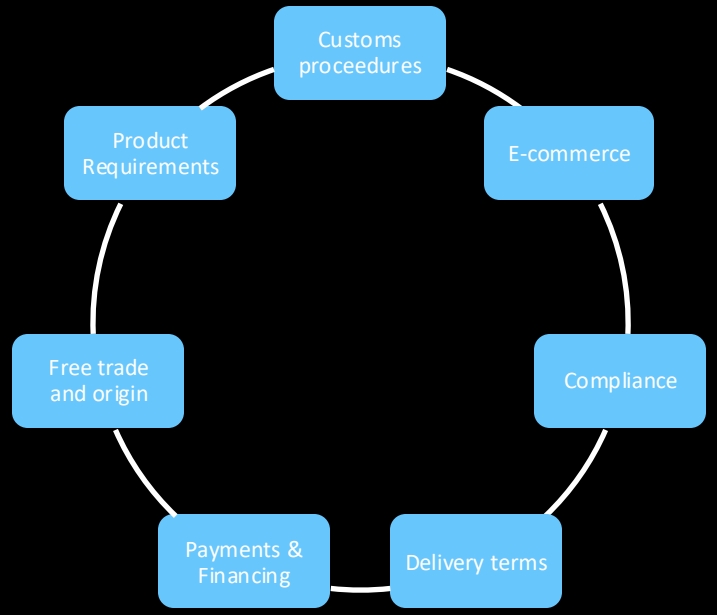

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