



Export to Sweden seminar

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Trade
20/09/2017

TODAY'S AGENDA

- Who we are and how we work with trade promotion
- General information about the Swedish market
- Coffee break
- EU trade policy
 - EU as a common market
 - Classification, tariffs and Rules of Origin
 - Mandatory requirements
 - Organic certification
- Lunch break
- Sweden as a market for exporters in Lebanon
 - Food products and alcoholic beverages
- Questions and answers





The National Board of Trade (Kommerskollegium)

Swedish governmental agency dealing with foreign trade and trade policy

Agency under Ministry of Foreign Affairs

To promote free trade and transparent rules internationally

90+ members of staff



One-stop
information centre
with focus on trade
rules and regulation

A service to
exporters in
developing
countries

Governmental
organisation

Free of charge



Why import promotion?



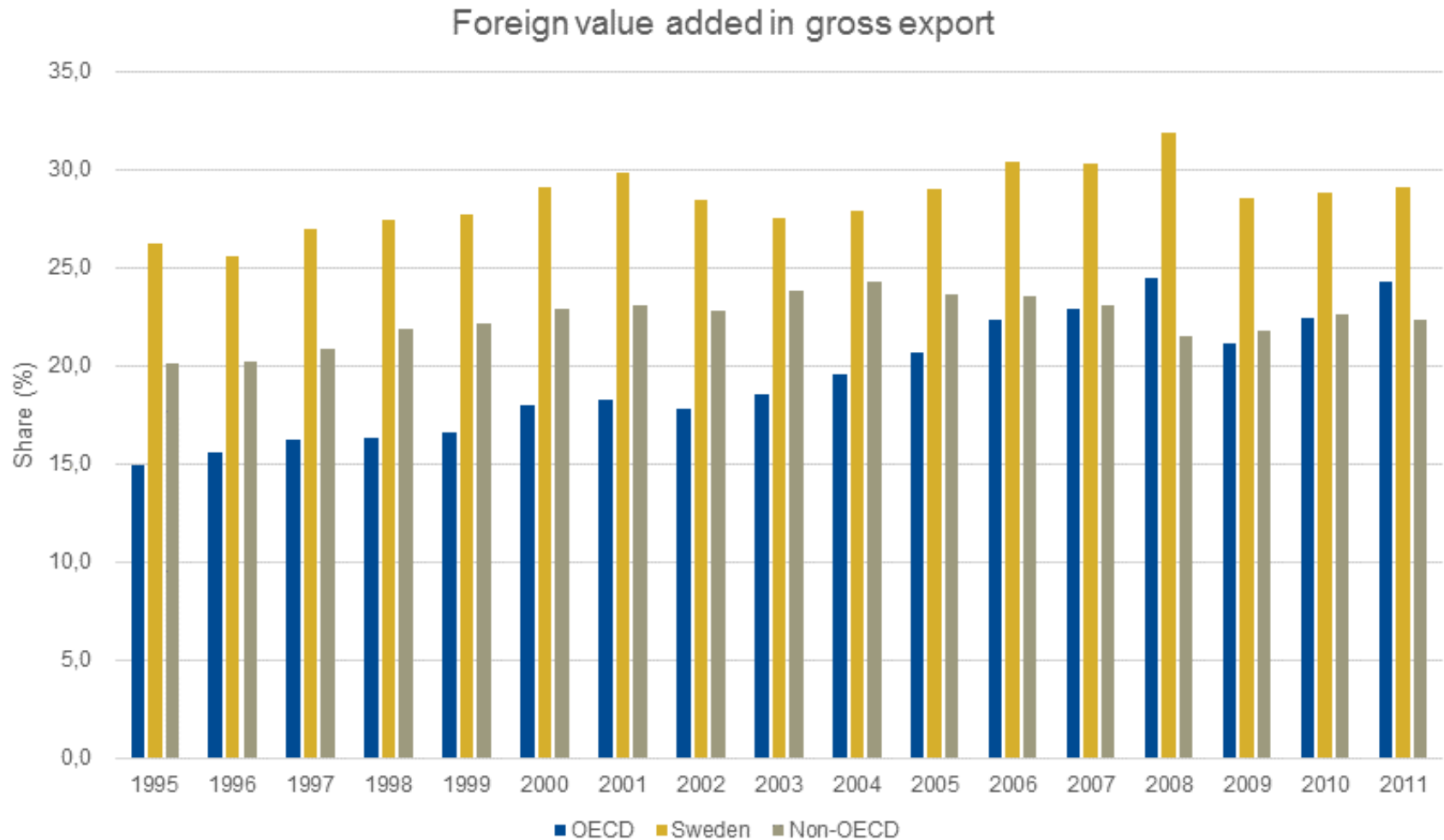
To facilitate trade and increase exports from developing countries to Sweden



17.11

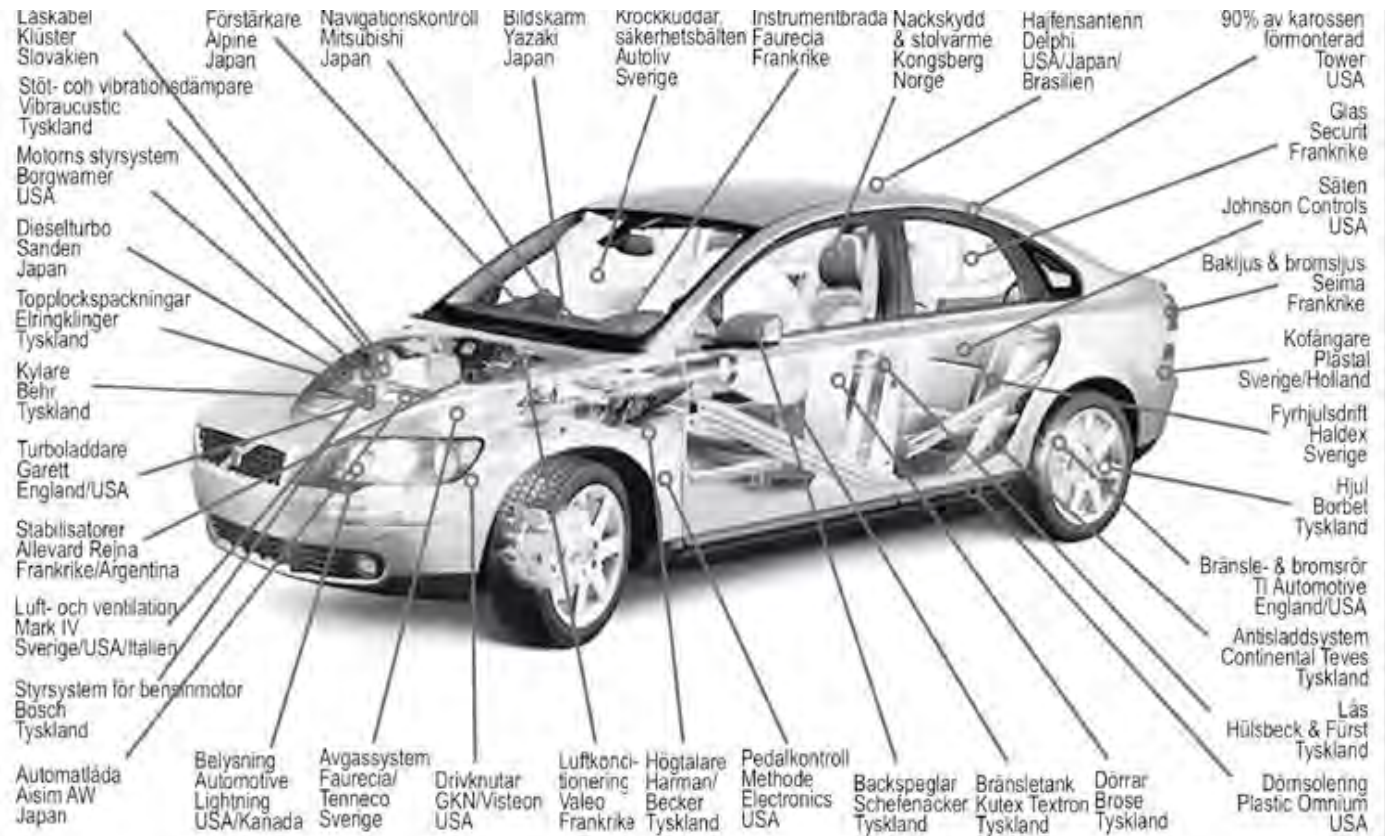
Significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries' share of global exports by 2020

Imports for exports (1995-2011)





Trade in the 21st century



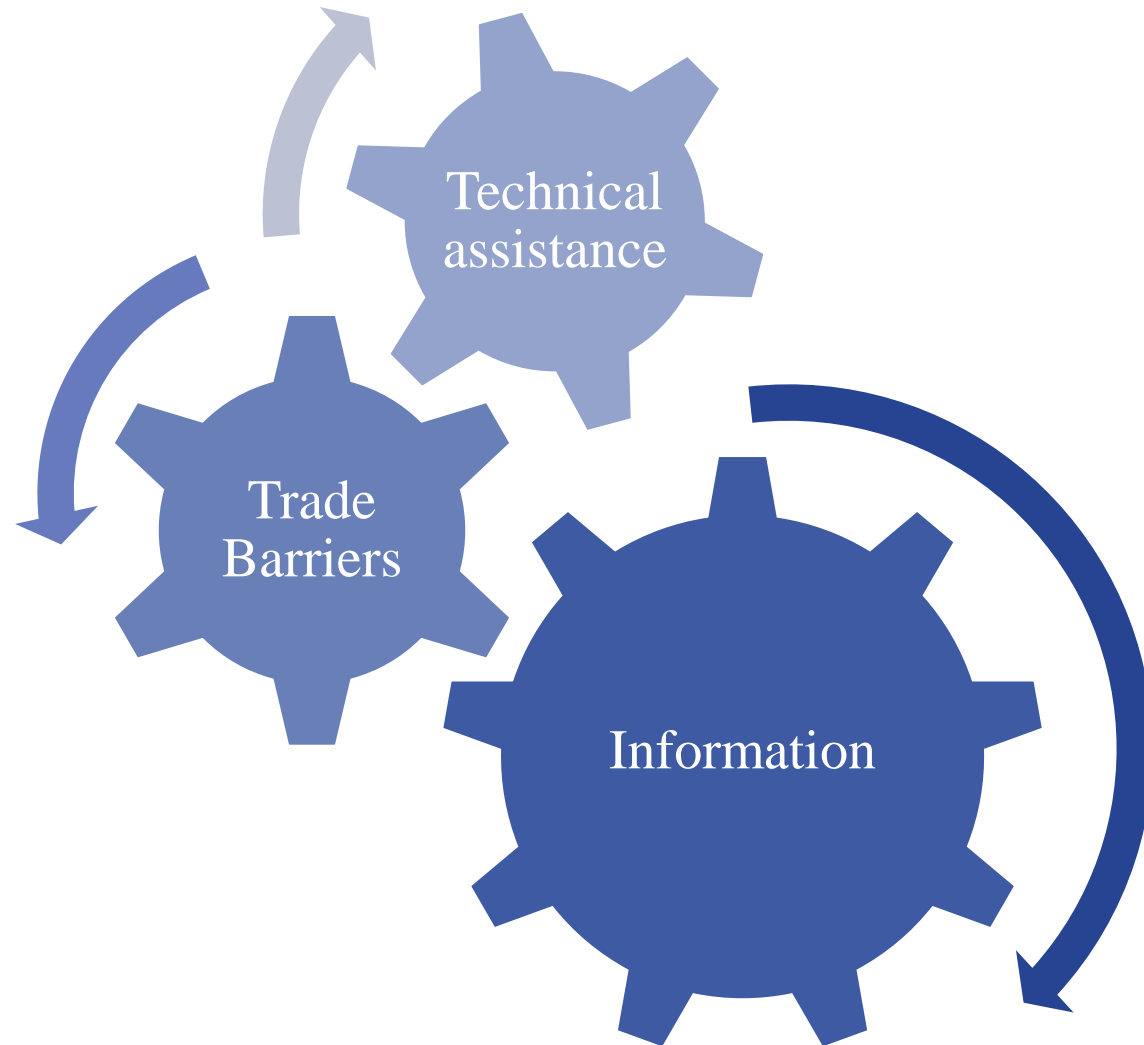




How?



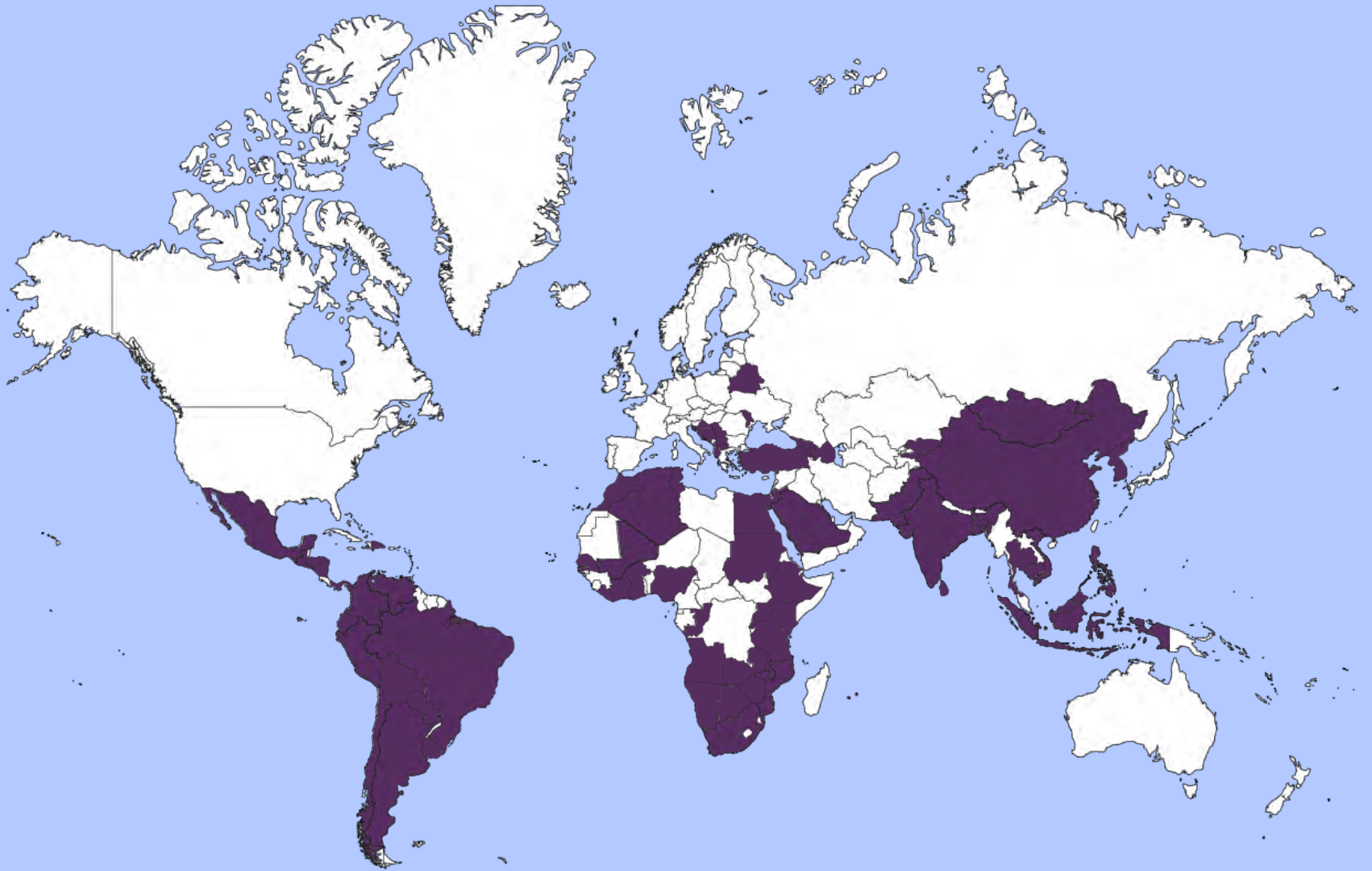
Our services





2100
inquiries
95 seminars
12 years





HOW?

-Source of information in the EU



The screenshot shows the 'Export Helpdesk' page from the European Commission. The page features a navigation menu on the left with links for Home, My export, Requirements, Tariffs, Preferential arrangements, Statistics, and About us. The main content area is titled 'Export Helpdesk' and contains two paragraphs of text. The first paragraph states: 'The European Union is the world's largest single market and the Export Helpdesk is your one-stop-shop to access it!'. The second paragraph states: 'The Export Helpdesk informs on the EU tariffs, requirements, preferential arrangements, quotas and statistics affecting business in developing countries in just some clicks.' To the right of the text is a 'My export' section with a question: 'Which tariffs, requirements and trade preferential arrangements apply to my country & product?' and a link that says 'Check it here!'. There is also a small 'EXPORT HELPDESK' logo with stars.

<http://exporthelp.europa.eu/>



HOW?

- We gather information to answer your question



**Board of
Agriculture**
Licenses?
Quotas?



**National Food
Administration**
Health
Requirements?
Labelling?



**Customs
Authority**
Tariffs?
Customs
preferences?



OUR ANSWER

Product code

General customs duty

Certificate of origin

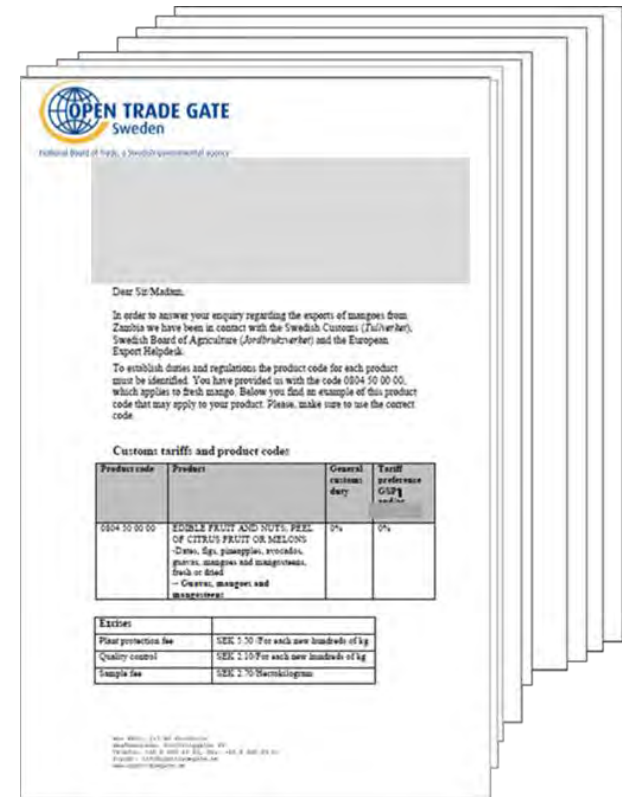
Quotas and import licences

VAT

General requirements for all imports to the EU

Product specific requirements EU/Sweden

Trade agreement, preferential tariffs





Sweden – an EU market



The European Union:

- 28 member states
- 500 million people
- Customs union
- Common trade policy

Sweden:

- 10 million people – growth through immigration
- Currency: Swedish krona
- GDP per capita: above EU average
- Imports from outside and inside the EU

Living in Sweden -in numbers

90% of the people
live in the south
parts of the
country

47% of the
households are
single
households.

20% live in a
metropolitan area.

Average family
has around 1,88
children.

Children move out
around the age of
21.





Business Culture

- Open, transparent – expect the same from you
- Discussions & details to gain best result
- Punctuality important: if you are late, communicate this
- Meetings usually get right down to business with little or no small talk
- Expect meetings to close at scheduled time
- Informal, polite, egalitarian
- More reading:
<http://www.kwintessential.co.uk/resources/guides/guide-to-sweden-etiquette-customs-culture-business/>

Sweden & the Swedes



- Proud of Swedish traditions & modern



- Balance work-life balance & "fika"



- Nature & space

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tove@antonissen.eu





معالم جغرافية

56 يوم
لا تعب فيها
الساعة

في السويد
سول على تصريح عمل



سكان السويد

10
ملايين مواطن

20 أمراً عليك معرفتهم قبل
انتقالك للسويد

كافة المواضيع (23)

البيئة الطبيعية (4)

الثقافة و التقاليد (3)

المأكولات والمشروبات التقليدية (1)

المجتمع السويدي (7)

بيئة الأعمال التجارية (1)

حقائق سريعة (9)

الدراسة في السويد (4)

تاغ (علامات):

أبحاث علمية (4) أدب (1) ابتكارات (1)

اختراعات (1) الطقس (4) المساواة (1)

تاريخ (1)

عَرَض المريد +

عن الموقع ←

الصحافة والإعلام ←

تواصل مع السويد:

Facebook

Twitter

Instagram

+Google

YouTube



لات و مشروبات

189 ألف

كلو من جراد البحر تم صيدها عام
2015



سكان السويد شجرة

95700

بحيرة توجد في السويد



أدب

العمل في السويد
الحصول على تأشيرة سفر



7

سويديين فازوا بجائزة نوبل للأدب



1%

فقط من الثغبات المنزلية في
السويد تنتهي في مقلب القمامة



911

فاز بجائزة نوبل



www.sweden.se/ar

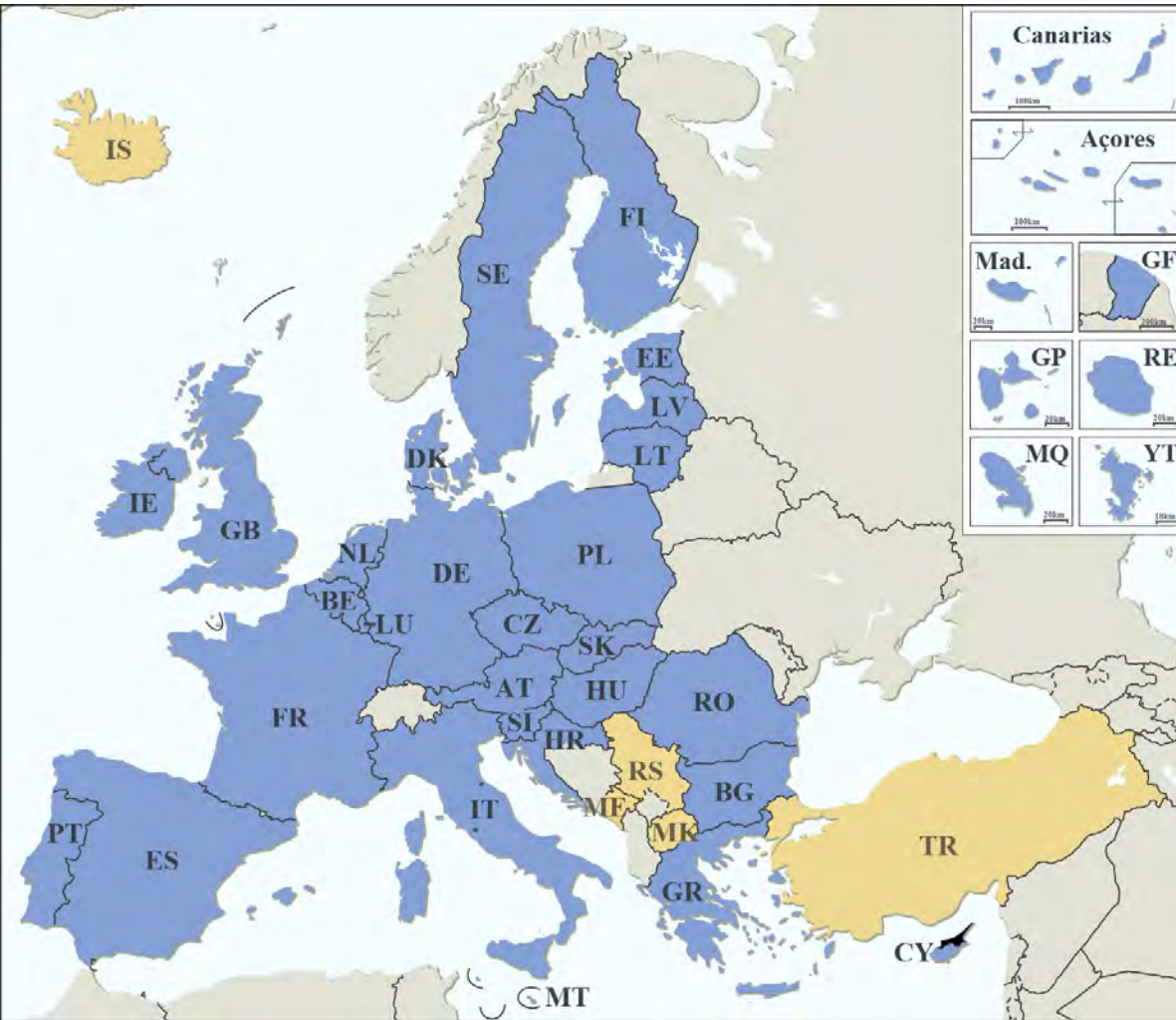
EU trade policy

- EU as a common market
- Preferential trade agreement
- Classification, tariffs and Rules of Origin
- Mandatory requirements
- Organic certification



Sweden in the EU

– a union of 28 countries



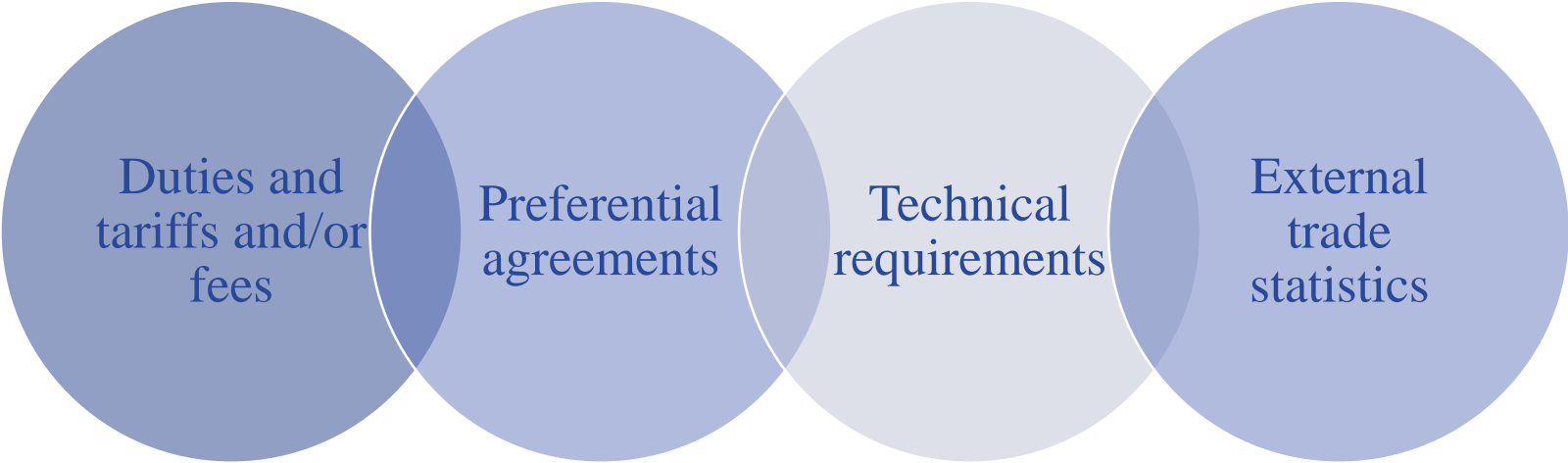


Association Agreement with the EU

- As part of the [Euro-Mediterranean Partnership \(Euromed\)](#), Lebanon has an [Association Agreement](#) with the EU, which grants it:
- **duty-free access** to the EU market for manufactured goods
- **preferential treatment** for agricultural, processed agricultural and fisheries products.



PRODUCT CLASSIFICATION

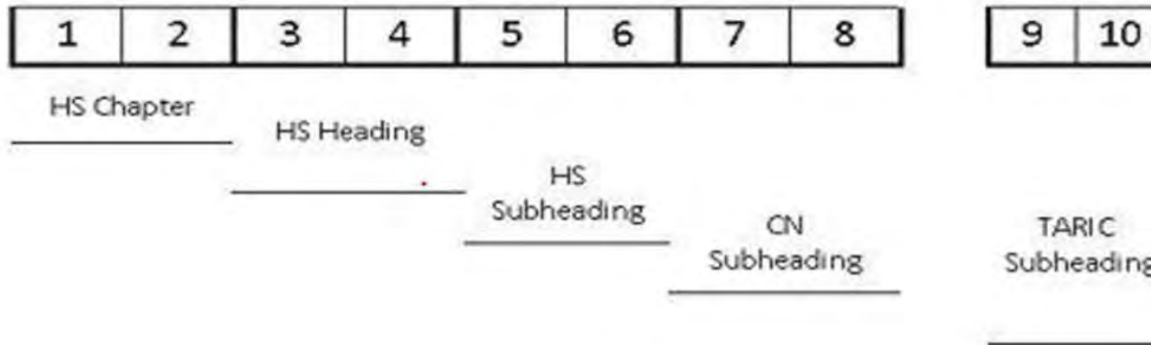


Classification systems

HS code
4 digits

CN code
8 digits

TARIC code
10 digits



THE SWEDISH CUSTOMS TULLTAXA











































- <http://tulltaxan.tullverket.se>

21 sections
99 chapters

- I   SECTION I - Live animals; animal products (chapter 1 - 5)
- II   SECTION II - Vegetable products (chapter 6 - 14)
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- XVII   SECTION XVII - Vehicles, aircraft, vessels and associated transport equipment (chapter 86 - 89)
- XVIII   SECTION XVIII - Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; clocks and watches; musical instruments; parts and accessories thereof (chapter 90 - 92)
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- XX   SECTION XX - Miscellaneous manufactured articles (chapter 94 - 96)
- XXI   SECTION XXI - Works of art, collectors' pieces and antiques (chapter 97 - 99)

How to classify a product

















- example: Extra virgin olive oil



















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How to classify a product

- example: Extra virgin olive oil

Section 3 - Chapter 15

<u>15</u>		 CHAPTER 15 - ANIMAL OR VEGETABLE FATS AND OILS AND THEIR CLEAVAGE PRODUCTS; PREPARED EDIBLE FATS; ANIMAL OR VEGETABLE WAXES
1501		Pig fat (including lard) and poultry fat, other than that of heading 0209 or 1503 TN701
1502		Fats of bovine animals, sheep or goats, other than those of heading 1503 TN701
1503		Lard stearin, lard oil, oleostearin, oleo-oil and tallow oil, not emulsified or mixed or otherwise prepared TN701
1504		Fats and oils and their fractions, of fish or marine mammals, whether or not refined, but not chemically modified TN701
1505		Wool grease and fatty substances derived therefrom (including lanolin) TN701
1506 00 00 00		Other animal fats and oils and their fractions, whether or not refined, but not chemically modified TN701
1507		Soya-bean oil and its fractions, whether or not refined, but not chemically modified TN084 , TN701
1508		Groundnut oil and its fractions, whether or not refined, but not chemically modified TN701
<u>1509</u>		Olive oil and its fractions, whether or not refined, but not chemically modified TN701
1509 10		Virgin
1509 10 10 00		Lampante olive oil
<u>1509 10 20</u>		Extra virgin olive oil
1509 10 80		Other
1509 90		Other

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1508		Groundnut oil and its fractions, whether or not refined, but not chemically modified TN701
<u>1509</u>		<u>Olive oil and its fractions, whether or not refined, but not chemically modified TN701</u>
1509 10		Virgin
1509 10 10 00		Lampante olive oil
1509 10 20		Extra virgin olive oil
1509 10 20 10		In containers holding 5 litres or less
1509 10 20 90		Other
1509 10 80		Other
1509 90		Other

Rules of Origin

Rules of origin → Product-specific rules

- Agricultural products
 - *is extracted from the ground, the sea or from animals*
- Manufactured products
 - *from material and labour in that country*
- Assembled from many countries
 - *“last substantially changed”*





Extra virgin olive oil

- in containers holding 5 litres or less

- Product code: 15 09 10 20 10
- Tariff all countries: 124.5 euro/100kg
- VAT: 12%

- Preferential tariff quota: 0%
- Quota order nr [091186](#)
- Certificate of origin
 - Working or processing, carried out on non-originating materials, which confers originating status



- Manufacture in which all the vegetable materials used are wholly obtained



Wholly obtained
-is extracted from the ground, the sea or from
animals



Certificates of Origin -EUR1

MOVEMENT CERTIFICATE

1. Exporter (Name, full address, country)	EUR.1 No A 000.000	
	See notes overleaf before completing this form.	
3. Consignee (Name, full address, country) (Optional)	2. Certificate used in preferential trade between	
 and (Insert appropriate countries, groups of countries or territories)	
	4. Country, group of countries or territory in which the products are considered as originating	5. Country, group of countries or territory of destination
6. Transport details (Optional)	7. Remarks	
8. Item number; marks and numbers; number and kind of packages (¹): Description of goods	9. Gross mass (kg) or other measure (litres, m³, etc.)	10. Invoices (Optional)
11. CUSTOMS ENDORSEMENT Declaration certified Export document (²) Form No Of Customs office Issuing country Place and date (Signature)		12. DECLARATION BY THE EXPORTER I, the undersigned, declare that the goods described above meet the conditions required for the issue of this certificate. Place and date (Signature)

EUR1:

- Obtained from by the Lebanese customs authorities
- Remains valid for 4 months

¹) If goods are not packed, indicate number of articles or state 'in bulk' as appropriate.

²) Complete only where the regulations of the exporting country or territory require.



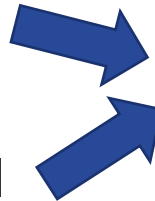
Certificate of origin - invoice declaration

- For consignments of products originating in Lebanon valued € 6000 or less
- be prepared to submit documents proving the originating status of your products.
- Type, stamp or print the following declaration (in the appropriate language) on the invoice, delivery note or other commercial document:

" The exporter of the products covered by this document (customs authorisation No ...) declares that, except where otherwise clearly indicated, these products are of ... preferential origin"

SUMMARY

1. Classify your product



<http://tulltaxan.tullverket.se>
www.exporthelpdesk.com

2. Check general tariff level

3. If more than 0%, look at the conditions for use of preferential tariffs:

- Is there a preferential agreement?
- Is the specific product covered by the agreement?
- Does the production match the rules of origin?
- Obtain the certificate of origin!

Even if tariff 0% the next step is to see the requirements



You have to!

Mandatory regulations = set by governments

- Sanitary and phytosanitary restrictions
 - necessary to protect human, animal a
 - mostly harmonised in the EU
 - agricultural products



IMPORT REQUIREMENTS FOR FOOD PRODUCTS OF NON-ANIMAL ORIGIN

- Control of **contaminants** in foodstuffs
- Control of **pesticide residues** in plant and animal products intended for human consumption
- **Health control** of foodstuffs of non-animal origin
- **Traceability**, compliance and responsibility in food and feed
- **Labelling** for foodstuffs



REQUIREMENTS FOR FOOD PRODUCTS OF NON-ANIMAL ORIGIN

Traceability, compliance and responsibility in food and feed

- “*One step back-one step forward*” principle, from the EU importer up to retail level.
- Although traceability provisions do not apply outside the EU, the EU importer must be able to identify from whom the product was exported.

Labelling for foodstuffs

- Must be at least in Swedish
- Include (for example):
 - The name under which the product is sold
 - The net weight of pre-packaged products
 - The date of minimum durability
 - Any special conditions for keeping or use















































ADDITIONAL REQUIREMENTS FOR OLIVE OIL

- Marketing standards for olive oil
 - Quality control
 - Quality parameters
 - Sensory analysis
 - Specific standards for packaging and labelling
 - Blends of olive oil
 - Designation of origin

Specific rules in addition to those laid down in the requirements for food products













How to classify a product

- example: watermelon

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How to classify a product - example watermelon

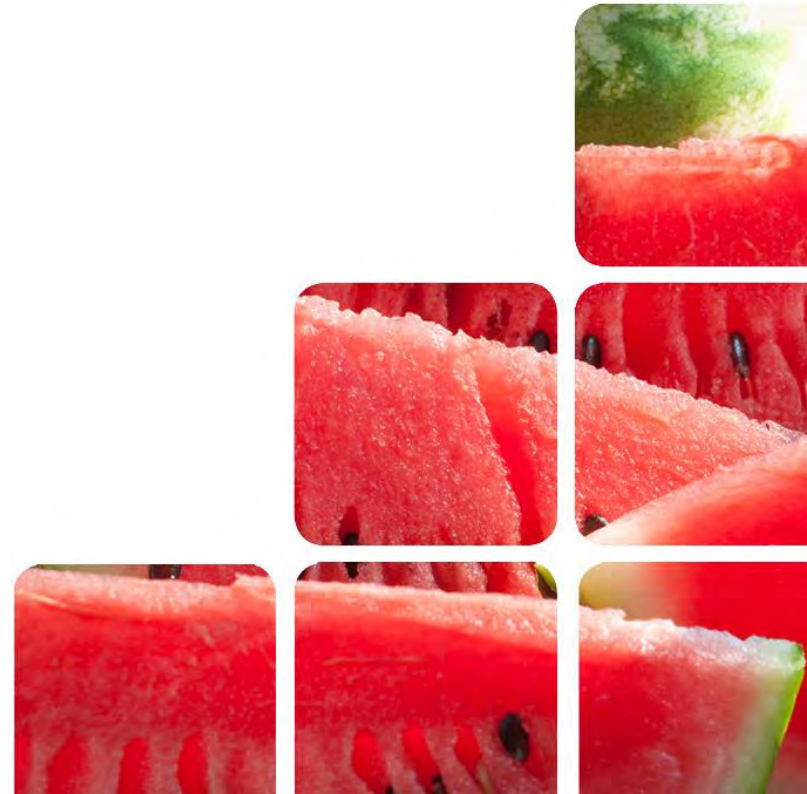
HEADING – Vegetable products (chapter 6 - 14)

II		 SECTION II - Vegetable products (chapter 6 - 14)
		Classification Info
		General rules with comments
		Explanatory Notes to HS (FAHS) chapter 06 - 14 (Swedish text)
		Beslut i klassificeringsfrågor
		Explanatory Notes to CN
08		 CHAPTER 8 - EDIBLE FRUIT AND NUTS; PEEL OF CITRUS FRUIT OR MELONS
0807		<u>Melons (including watermelons) and papaws (papayas), fresh TN701</u>
		Melons (including watermelons)
0807 20 00 00		Papaws (papayas)

10 digits code /TARIC 08 07 00 00 00

WATER MELON

- Product code: 0807 11 00 00
- Tariffs: all countries = 8,8%
- Preferential tariff Lebanon = **0%**
- Certificate of origin
- VAT: 12%



ADDITIONAL REQUIREMENTS FOR FRESH PRODUCE

- **Plant health control**
 - to prevent the introduction and/or spread of pests
 - phytosanitary certificate
 - import ban
- **Marketing standards for fresh fruit and vegetables**
 - sound, fair and of marketable quality













































PUMPKIN SEEDS

- Product code: 1207 99 96 10
- Tariffs: all countries = **0%**
- VAT: 12%
- No need of certificate of origin










Wine section 4

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Wine (Chapter 22)

- 2204 to 2205

- 22   CHAPTER 22 - BEVERAGES, SPIRITS AND VINEGAR
- 2201  Waters, including natural or artificial mineral waters and aerated waters, not containing added sugar or other sweetening matter nor flavoured; ice and snow [TN701](#)
- 2202  Waters, including mineral waters and aerated waters, containing added sugar or other sweetening matter or flavoured, and other non-alcoholic beverages, not including fruit or vegetable juices of heading 2009 [TN701](#)
- 2203  Beer made from malt [TN701](#)
- 2204  Wine of fresh grapes, including fortified wines; grape must other than that of heading 2009 [TN701](#)
- 2205  Vermouth and other wine of fresh grapes flavoured with plants or aromatic substances [TN701](#)

Wine

- in container holding 2 litres or less

- 2204  Wine of fresh grapes, including fortified wines; grape must other than that of heading 2009 [TN701](#)
- 2204 10  Sparkling wine
-  Other wine; grape must with fermentation prevented or arrested by the addition of alcohol
- 2204 21  In containers holding 2 litres or less
- 2204 22  In containers holding more than 2 litres but not more than 10 litres
- 2204 29  Other
- 2204 30  Other grape must

Other varietal wines

22 04 21 08 00

2204 21



In containers holding 2 litres or less



Wine, other than that referred to in subheading 2204 10, in bottles with 'mushroom' stoppers held in place by ties or fastenings; wine, otherwise put up, with an excess pressure due to carbon dioxide in solution of not less than 1 bar but less than 3 bar, measured at a temperature of 20 °C

2204 21 06 00



With a protected designation of origin (PDO)

2204 21 07 00



With a protected geographical indication (PGI)

2204 21 08 00



Other varietal wines

2204 21 09 00



Other



Mandatory requirements

- Wine 22 04 21 08 00

- Control of contaminants in foodstuffs
- Health control of foodstuffs of non-animal origin
- Traceability, compliance and responsibility in food and feed
- Certificate, V I 1 Document, and analysis report for wine, grape juice and must
- Presentation and labelling of wine and certain wine products

Third country duty 32,00 EUR/Hectolitre



Alcoholic beverage taxes - the tax on wine

- The sale of wines is subject to alcoholic beverage taxes, based on the alcoholic content of the product.
- Due to the tax structure, wine and spirits prices are comparatively high in Sweden by international standards.

Percentages of alcohol by volume	SEK / L
Not exceeding 2.25% volume	0.0
Exceeding 2.25% volume but not exceeding 4.5% volume	8.84
Exceeding 4.5% volume but not exceeding 7% volume	13,06
Exceeding 7% volume but not exceeding 8.5% volume	17,97
Exceeding 8.5% volume but not exceeding 15% volume	25,17
Exceeding 15% volume but not exceeding 18% volume	52,68



Organic



organic-market.info



News in brief and reports

Organic links

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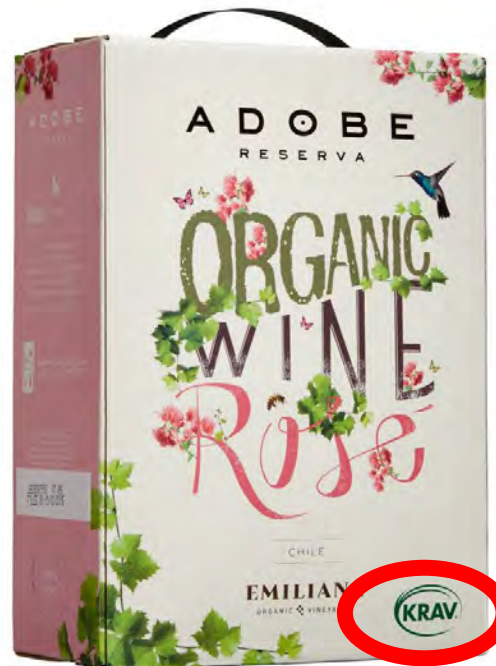
Sweden: New sales record for the organic market



14.03.2017 by Karin Heinze (comments: 0)

Source: Ecoweb Sweden

Organic food sales increased by 3.9 billion Swedish Krona (SEK) (€390m) to 25.4 billion SEK (€2.54 billion) in 2016. Organic food sales rose from 7.7 percent to 8.7 percent of the total food market, and online sales stand out with organic food sales now 25 percent of the market. The organic market has been growing for 20 consecutive years and is expected to double within the next 10-year period.





What is organic?

- If a product is marketed as “organic”, it must meet the minimum requirements in EU Regulation 834/2007
- Organic products from non-EU countries can be distributed on the EU market only if produced and inspected under conditions that are identical or equivalent to those applying to EU organic producers.
- Further reading:
 - https://ec.europa.eu/agriculture/organic/eu-policy/eu-rules-on-trade_en
 - Summary of legislation: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=LEGISSUM:f86000&from=EN&isLegisum=true>

The different certificates



EU organic label

Swedish KRAV



“Ekologisk” = “organic”



The different certificates cont.

- EU producers must use the EU organic logo
- However, this is not a binding requirement for organic foods from non-EU countries.
- Swedish KRAV known by 98%
- EU Organic label known by >50%





Approved organizations

- Approved organizations can carry out EU-organic controls in countries outside the EU
- Imports of organic products can only take place if these recognised authorities or bodies have controlled them.
- See:
http://ec.europa.eu/agriculture/ofis_public/pdf/CBListAnnexIV.pdf
 - > search “Lebanon”
 - > 4 approved organizations



Approved organizations for EU organic control

- A CERT European Organization for Certification S.A, Greece, <http://www.a-cert.org/>
- Bio.inspecta AG, Switzerland, <http://www.bio-inspecta.ch>
- CCPB Srl, Italy, <http://www.ccpb.it>
- Istituto Certificazione Etica e Ambientale, Italy, <http://icea.bio/>
- More info: https://ec.europa.eu/agriculture/organic/eu-policy/eu-rules-on-trade/non-eu-trading-partners_en



DOWNLOAD LOGO & PROMOTIONAL MATERIAL



- The EU organic logo & guidelines
- Download photos
- Download videos
- Download infographics
- More promotional material

WHAT IS ORGANIC FARMING?



- Producing organic
- International trade in organics
- Organic certification
- Studies
- Frequently asked questions

EU POLICY



- Legislation
- Policy development
- EU rules on production
- EU rules on trade
- European Action Plan
- Data and statistics
- Expert advice
- Food quality policy

EU FUNDING



- CAP and rural development
- EU funding and the new CAP

I TRUST ORGANIC BECAUSE...



- The organic logo guarantees...
- Producers are controlled once a year
- Environment matters

HOW TO BECOME AN ORGANIC



Kids'
corner





KRAV or EU organic label?

- KRAV better known, but EU increasing
- Will depend on your importer
- Differences? Yes, KRAV goes further, extra requirements specified in chapter 16, e.g. for:
 - greenhouse products
 - wild harvest
 - mushroom cultivation
- More reading:
<http://www.krav.se/certification-bodies-do-krav-certification-outside-sweden>



OTGS

**Sweden as a market for
Lebanese products**

13.00-14.30



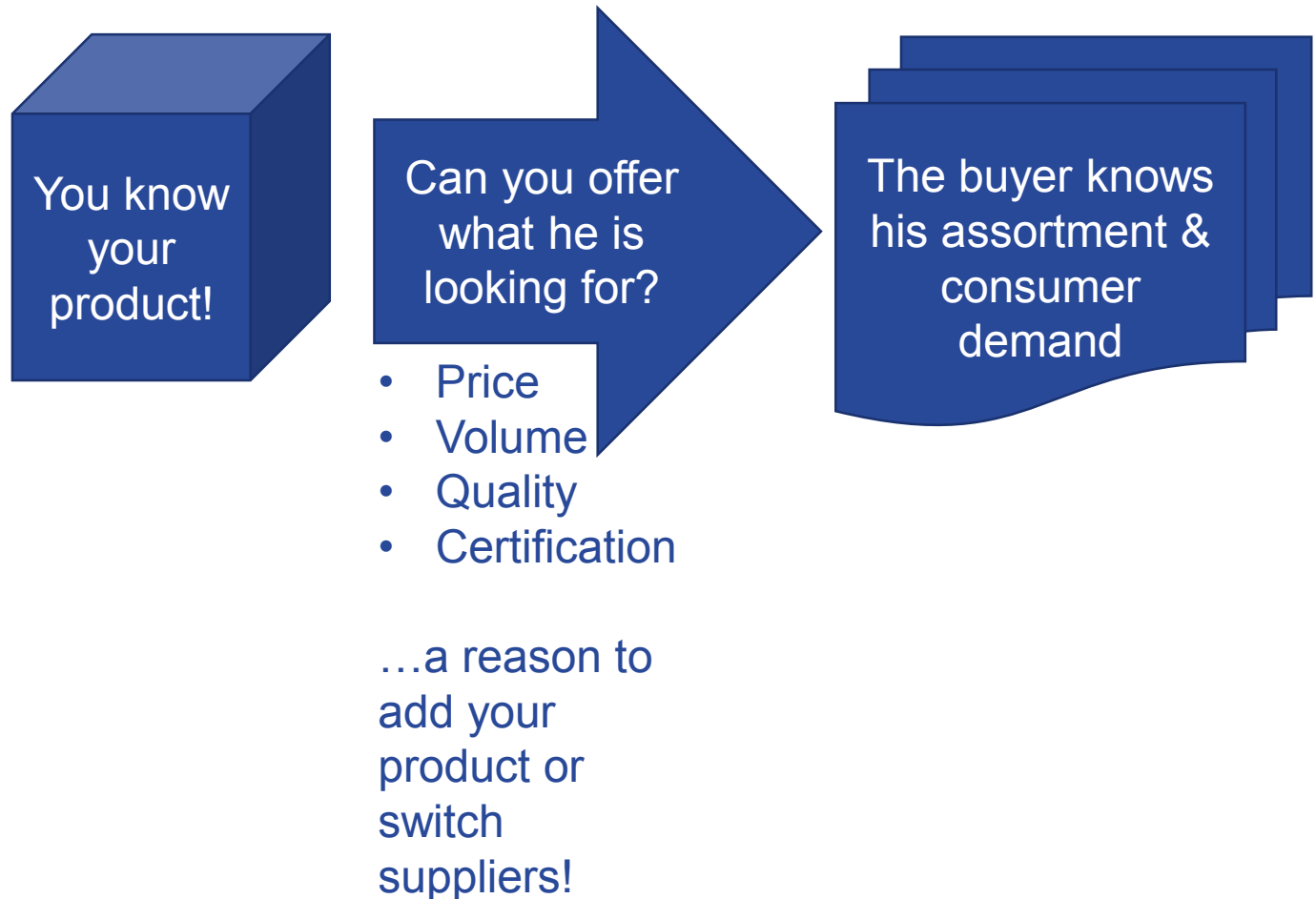
Aim of this session:

After this session you will

- have a clear picture of Sweden as a market
- have an indication of where and how your products fit (or don't!)
- know how to continue your export preparations



A brief note on “export preparations”





Content:

- Swedish imports of food products
- Consumer behaviour and market characteristics
- Trends
- Distribution channels
- The Swedish alcohol policy and procurement system
- Discussion Q&A

- What does this mean for me?
- How do my products fit?
- Where can I find out more?



Swedish imports of food products: a general picture

- Sweden imports SEK 100,000 million (USD 12,500 million) food per year.
- Mainly products which
 - aren't produced at all in Sweden (e.g. nuts, coffee, tea, citrus fruit, cocoa, wine)
 - are seasonal (fresh fruit & vegetables)
- Origins:
 - 70% European Union (some with origins outside the EU);
 - some origins are product-specific, e.g. Latin-America coffee and bananas; Kenya coffee
- Exports from Lebanon are increasing; total USD 19,000 in 2016, mainly food & drinks



Source: www.trademap.org

- ITC (International Trade Centre) offers trade statistics in Trade Map
- Information video:
<https://www.youtube.com/playlist?list=PLBD125D3A2EB0D420>

ITC **TRADE MAP**
Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search Data Availability Reference Material Other ITC Tools More [Login](#)

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets, competitive markets, as well as a directory of importing and exporting companies. Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade data is available from the most aggregated level to the tariff line level.

Imports Exports


Service **Product** Single Group [Advanced](#)

Country Region

Trade Indicators Yearly Time Series Quarterly Time Series Monthly Time Series Companies



Using Trade Map: an example


TRADE MAP
 Trade statistics for international business development
 Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | Other ITC Tools | More

Product: TOTAL - All products
 World | Country: Sweden | Partner: Lebanon
 other criteria: Imports | Yearly time series | by product | At the same level (2 digits) | Values | US Dollar

Bilateral trade between Sweden and Lebanon Product: TOTAL All products

Unit: US Dollar thousand

[Table](#) | [Graph](#) | [Map](#) | [Companies](#)

Download:
 Time Period (number of columns): 3 per page | Rows per page: Default (25 per page)

HS4	Product code	Product label	Sweden's imports from Lebanon			Lebanon's exports to world			Sweden's imports from world		
			Value in 2014	Value in 2015	Value in 2016	Value in 2014	Value in 2015	Value in 2016	Value in 2014	Value in 2015	Value in 2016
	TOTAL	All products	15,959	16,032	19,213	3,312,206	2,952,419	2,976,600	162,257,051	138,365,395	140,725,666
+	20	Preparations of vegetables, fruit, nuts or other parts of plants	4,222	5,325	6,665	127,713	126,588	108,524	795,631	719,387	758,240
+	09	Coffee, tea, maté and spices	2,092	2,742	3,543	31,464	33,349	33,438	639,879	585,173	584,697
+	84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	676	1,101	1,134	223,333	207,294	169,932	20,851,723	17,540,061	17,349,857
+	22	Beverages, spirits and vinegar	1,401	1,202	1,089	101,775	82,042	63,253	1,680,601	1,487,341	1,487,984
+	12	Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal ...	917	1,070	969	3,505	3,248	2,266	194,117	177,011	167,649



Source:

<http://exporthelp.europa.eu>

- EU Export Helpdesk: information on how to export to the European Union

[User Guide](#) | [Glossary](#) | [FAQ](#) | [Legal notice](#) | [Contact](#) | [Privacy Statement](#) English (en) ▼



TRADE

Export Helpdesk

[European Commission](#) > [Trade](#) > [Export Helpdesk](#) > [Statistics](#)

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- [Tariffs](#)
- [Preferential arrangements](#)
- [Statistics](#)
- [Tips & tricks on EU statistics](#)
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Statistics

Filling in the input form below you will find the trade flows between any country and the EU since 2002. You can transfer this data to an Excel file. More detailed statistics available at [Comext](#)

Select a reporting country: Select a partner country:

Enter a product code: [Find my product code](#)

Select year(s)

- | | | | | | | |
|--|--|--|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input checked="" type="checkbox"/> 2016 | <input checked="" type="checkbox"/> 2015 | <input checked="" type="checkbox"/> 2014 | <input type="checkbox"/> 2013 | <input type="checkbox"/> 2012 | <input type="checkbox"/> 2011 | <input type="checkbox"/> 2010 |
| <input type="checkbox"/> 2009 | <input type="checkbox"/> 2008 | <input type="checkbox"/> 2007 | <input type="checkbox"/> 2006 | <input type="checkbox"/> 2005 | <input type="checkbox"/> 2004 | <input type="checkbox"/> 2003 |

[Search](#)



GLOBALG.A.P.





Source: www.standardsmap.org

- ITC's Standards Map covers 210+ standards: compare & self-assess

ITC | **STANDARDS MAP**
YOUR ROADMAP TO SUSTAINABLE TRADE

Home | About Standards map | Partners | E-learning + | Help + | EN | ES | FR | Log

Welcome to Standards Map

Standards Map provides information on over 210 standards, codes of conduct, audit protocols addressing sustainability hotspots in global supply chains.

Identify | Quick-scan | Compare | Self-assess

i To begin your analysis, identify the set of voluntary standards which apply to your product/service, producing country and destination market. To do this, we invite you to select a product or service from the left-hand side navigation menu. The list of standards then updates automatically.

Product / service: Food products | Producing country: Lebanon | Destination market: Sweden | Search by name: Type standards' names to identify spe...

More search options | Partner

20 standards correspond to the chosen criteria.



Source: www.cbi.eu
/market-information

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CBI
Ministry of Foreign Affairs

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Market information

Do you want to export your product to Europe? Doing market research is the first step. We have answered important questions about the European market for you. So, start your research here!

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› [Vegetable Oils](#)

› [Timber and Timber Products](#)

› [Oilseeds](#)



Consumer behaviour and market characteristics



- 90% canned, frozen and highly processed
- Immigration has opened up markets for foodstuffs from new origins, incl. the Middle East
- Retail market dominated by four large players (>90% market share):
 - ICA - >50% market share
 - COOP - >20%
 - Axfood – 16%
 - Bergendahls Food – 7%





Trends in the Swedish food market

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- Exotic foods
- Organic
- Gluten-free food and lactose free
- Sport, energy, health
- Ready-to-eat
- Spicy food & snacks
- Packaging crucial





Remember:

- What does this mean for me?
- How do my products fit?
- Where can I find out more?

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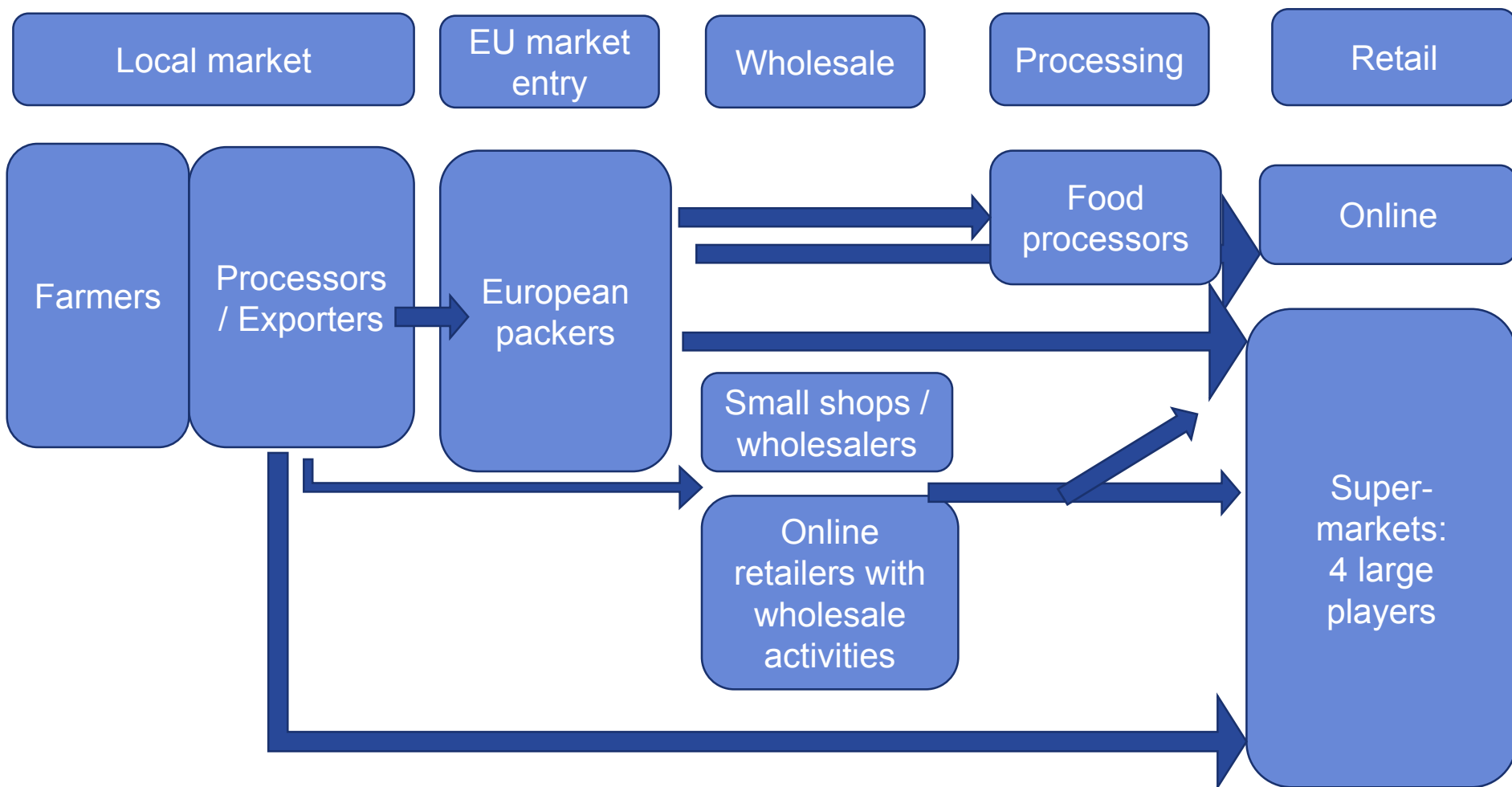
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Distribution channels





Selection of largest importers:

Convenience Store Wholesalers

- Axfood Närlivs (Axel Johnson)
- Menigo (Brakes Group)
- Privab

Foodservice Wholesalers

- Martin & Servera (Axel Johnson)
- Menigo (Brakes Group)
- Svensk Cater (Euro Cater)

Retail Groups with integrated retailing and wholesaling activities

- ICA Gruppen
- Coop Group
- Axfood (Axel Johnson)
- Bergendahls Food

Fresh Fruit & Vegetables Wholesalers

- Saba Trading (Dole)
- Everfresh (Total/Fyffes)
- ICA Frukt & Grönt (ICA)
- Ewerman

Bakery Ingredients Wholesalers

- KåKå (Orkla Group)
- Kobia



Where can you find buyers?

- Trade fairs:
 - SIAL Paris
 - Biofach (organic)
 - Wine: Prowein, Vinexpo, World Bulk Wine Exhibition

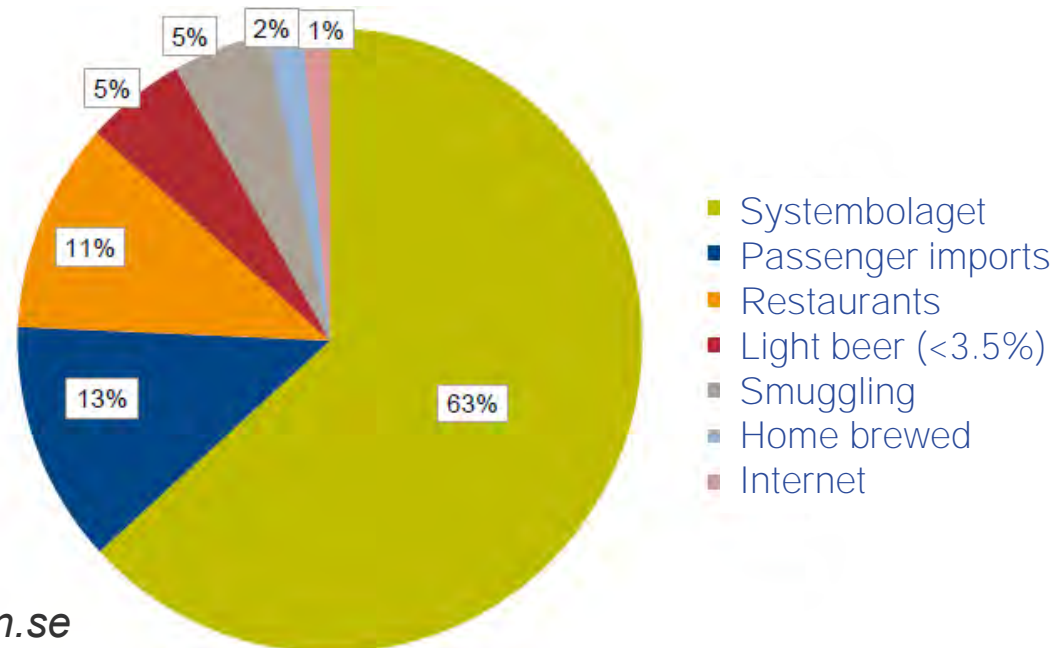
→ Search exhibitors, e.g. Prowein and look for Sweden:
https://www.prowein.com/vis/v1/en/search?country=SE&lang=2&f_type=profile&f_country=SE

→ Click on the exhibitor to find out more:
<http://www.realworldwines.com/>
- Online: look up information about the importers from the previous slide - you can even contact some through their website!

• How do my products fit?

Systembolaget & the Swedish market for alcoholic beverages

- State retail monopoly: Systembolaget
- Its share in total alcohol consumption is 63%; restaurants account for 11%



Source: can.se



Systembolaget's purchasing process



Source: <http://se.club-onlyou.com/>

https://www.youtube.com/watch?time_continue=2&v=Bhxmzrx5K9c



Some trends & characteristics

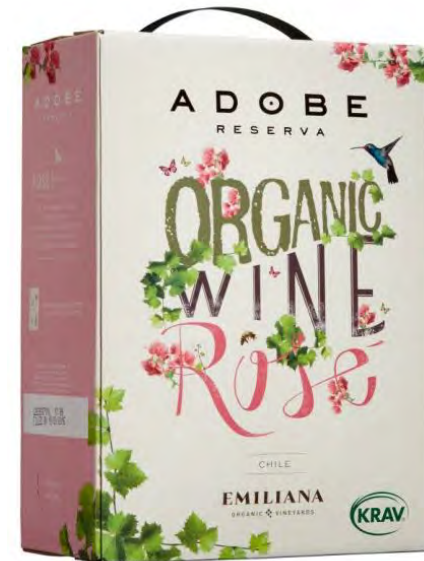
- Bag-in-box relatively large share
- Open for new origins
 - Currently 8 red wines; 2 white wines and 1 beer from Lebanon
- High excise duty
- Restricted marketing

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Source: www.systembolaget.se

- Launch plans:
<https://www.systembolaget.se/english/>
- Assortment: <https://www.systembolaget.se/sok-dryck/?subcategory=R%C3%B6tt%20vin&combinedcountry=%5ELibanon%24&fullassortment=0>
- Suppliers of existing wines/beers:
<https://www.systembolaget.se/dryck/roda-viner/cave-kouroum-1250101>



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Example launch plan:

Origin	Description	Purpose
New Zealand	Sauvignon blanc, max 375ml, max 119 SEK	Add breadth to this segment.
Portugal	Madeira, medium dry, max 375ml	Add depth to this segment.
	Baltic porter	Add breadth to this segment.
Sweden	Max 7%, 500ml	Add breadth to this segment.
	Milk stout	Add breadth to this segment.
Thailand, Japan		Add breadth to this segment.
	Can	Add depth to this segment.
Germany	Kellerbier/Landbier	Add depth to this segment.
UK		Add depth to this segment.
Nordic region		Add depth to this segment.
Belgium		Add depth to this segment.
	Gluten-free	Increase our offering of gluten-free beer.
	Organic	Increase our offering of organic products.
Sweden	Craft	Offer knowledge and inspiration.
Europe	Apple, glass or PET bottle 275-330ml, max 4,5%, max 19:90 SEK	Add depth to this segment.

- What does this mean for me?
- How do my products fit?



More reading:

- Chamber Trade Market Report FOOD, June 2016 <http://chambertradesweden.se/wp-content/uploads/2016/06/Market-Report-FOOD-June-2016.pdf>

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Market Reports

This section makes market reports and shorter fact sheets available for companies and exporters from developing countries and emerging markets as well as other interested stakeholders focusing on how to access the Swedish, Nordic and EU market. You will also find useful general guides for exporters to the Nordic market.

Our cooperation partner, CBI, the Centre for the Promotion of Imports from developing countries, offers more information to exporters from developing countries. Have a look at the [CBI Market Intelligence Platform](#) where you will find information on EU regulation that you will have to comply with, EU consumer trends and other European markets that offer opportunities.

Greentech



To face the challenges presented by climate change and economic growth green technological solutions are key to sustainable development and to develop a sustainable internationally competitive business. Sweden is a forerunner innovating, implementing and

Agribusiness



Agricultural products includes horticultural products, food, beverages and additives for the food industry, from raw material/cultivated to refined products.

Lifestyle



Lifestyle refers to a group of products containing interior decorating, furniture, clothes, shoes and jewellery that is linked to the consumer lifestyle.

MARKET INFORMATION

- Chamber Trade Sweden
- CBI (Netherlands)
- IPD (Germany)
- SIPPO (Switzerland)
- Finnpartnership (Finland)
- International Trade Centre





Discussion Q&A

- Where do you fit in? With which trends?
- What do you think you need to work on?
- Do you know your competitors and how they perform?
- What will be your next steps in your research and/or export preparations?

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