

Focus Asia

SME Study-trip 10-14 March 2025

www.business-sweden.se

Business Sweden Asia Pacific



The #FocusAsia SME Study-trip enables Swedish SMEs* to discover their potential in Southeast Asia

What is it?

The Focus Asia SME Study-trip is a **5-day program in Thailand, Vietnam and Malaysia**, where participants will be guided and experience first-hand the markets in the world's most dynamic region.

The program will take participants through a **dedicated meeting program** to learn from the industries and governmental agencies in each country to **learn how to successfully enter the markets**.



* < 250 employees, turnover < EUR 50 mn, not subsidiary of large corporation – To discuss questions regarding this, connect with Sten Lindmark

Why should I join?

- 1** Build market insight through direct engagements with leading experts on the ground
- 2** Create a network and establish relationships with local stakeholders and decision-makers
- 3** Leverage Sweden's positioning and brand as an innovative and sustainable country

This program is a part of the Swedish government's focus to unlock Swedish SME potential in Asia and provide a channel for Swedish business impact

Focus Asia is a governmental initiative to support Swedish companies expand and win business in Asia and Oceania

#FocusAsia is an initiative launched by the Swedish Government to help Swedish companies expand and win business in Asia and Oceania



- Formulated in the recently launched **"Strategy for Sweden's foreign trade, investments, and global competitiveness"** as a new and long-term promotion effort to develop trade and investment relationships and collaboration
- Key goals of **#FocusAsia** include:
 - Increase Swedish companies' share of **export and presence** in Asia and Oceania
 - Strengthen competitiveness of Swedish businesses in Japan and the region through participation in the World Expo **"Osaka Expo 2025"**
 - Develop **investment promotion** to increase interest in Sweden as an investment destination from the region
- This will be achieved through a focus on **Innovation, Digital and Green Transition** in strategically important growth, export, and investment markets

The Swedish Government is acknowledging the importance and rapid growth in Asia / Oceania and is now focusing efforts to enable Swedish companies to succeed

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Key overall goals of Focus Asia include:

- 1** Increase Swedish companies' share of export and presence in Asia and Oceania
- 2** Strengthen competitiveness of Swedish businesses in Japan and the region through participation in the World Expo "Osaka Expo 2025"
- 3** Develop investment promotion to increase interest in Sweden as an investment destination from the region

Gain insights about the trends and developments in green tech, digital transformation and automotive in Thailand

Thailand



of Swedish companies



~100

Example of focus* for the Focus Asia SME Study-trip



Sustainable Innovation and Green Technology



Digital Transformation and Smart Industries



Automotive and Electrical Vehicles

Population	GDP	Example of key sectors
• 72 mn	• \$ 515 mn	• Automotive
Export to Sweden	GDP Per Capita	• Tourism
• \$ 550 mn	• \$ 6 380	• Electronics
Import from Sweden	GDP Growth	• Agriculture
• \$ 610 mn	• 1.9 %	• Petrochemicals and Chemicals

Source: World Bank, Lloyds Bank Trade, Krungsri * Tentative focus areas – to be determined once participants are confirmed



Sweden's Trade Commissioner to Thailand
Kacper Pierzynowski



*Thailand presents a dynamic and rapidly growing market, offering Swedish SMEs a gateway to Southeast Asia with its **strong manufacturing base, rising middle class, and increasing demand for sustainable and innovative solutions**. By focusing on Thailand, Swedish companies can leverage local partnerships and expand their footprint in a region poised for long-term economic growth*



Learn about the possibilities and strategic areas for Swedish enterprises within renewable energy, manufacturing, and innovation in the Vietnamese market

Vietnam



of Swedish companies



~130

Example of focus* for the Focus Asia SME Study-trip



Sustainable Manufacturing and Green Technology



Renewable Energy and Green Infrastructure



Digital Innovation and Smart Infrastructure

Population	GDP	Example of key sectors
• 99 mn	• \$ 430 mn	• Textiles
Export to Sweden	GDP Per Capita	• Electronics/electrical equipment
• \$ 1 540 mn	• \$ 4 160	• Agriculture
Import from Sweden	GDP Growth	• Manufacturing
• \$ 250 mn	• 5.0 %	• Information Technology

Source: World Bank, Lloyds Bank Trade, Krungsri * Tentative focus areas – to be determined once participants are confirmed



Acting Country Manager Vietnam
Marcus Persson

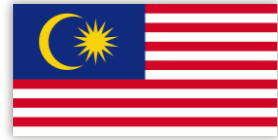


Vietnam's rapid economic growth, coupled with its strategic focus on sustainable manufacturing and renewable energy, creates a wealth of opportunities for Swedish SMEs. By entering the Vietnamese market, Swedish companies can contribute to both the industrial advancement and sustainable development of one of Southeast Asia's most dynamic economies



Explore Malaysia's potential and initiatives in digital advancements, sustainable innovation and advanced manufacturing

Malaysia



of Swedish companies



~90

Example of focus* for the Focus Asia SME Study-trip



Digital Economy and FinTech Innovation



Sustainable Urbanization and Smart Cities



Advanced Manufacturing and Industry 4.0

Population	GDP	Example of key sectors
• 34 mn	• \$ 400 mn	• Petroleum and Natural Gas
Export to Sweden	GDP Per Capita	• Palm Oil
• \$ 600 mn	• \$ 11 690	• Electronics & Electrical Products
Import from Sweden	GDP Growth	• Financial
• \$ 390 mn	• 3.7 %	• Tourism

Source: World Bank, Lloyds Bank Trade, Krungsri * Tentative focus areas – to be determined once participants are confirmed



Sweden's Trade Commissioner to Malaysia

Ludvig Hermansson



Malaysia stands as a strategic entry point for Swedish SMEs into the broader ASEAN market. With its strong focus on **digital transformation, sustainable urbanization, and advanced manufacturing**, Malaysia offers fertile ground for innovative collaborations that drive both economic growth and sustainability



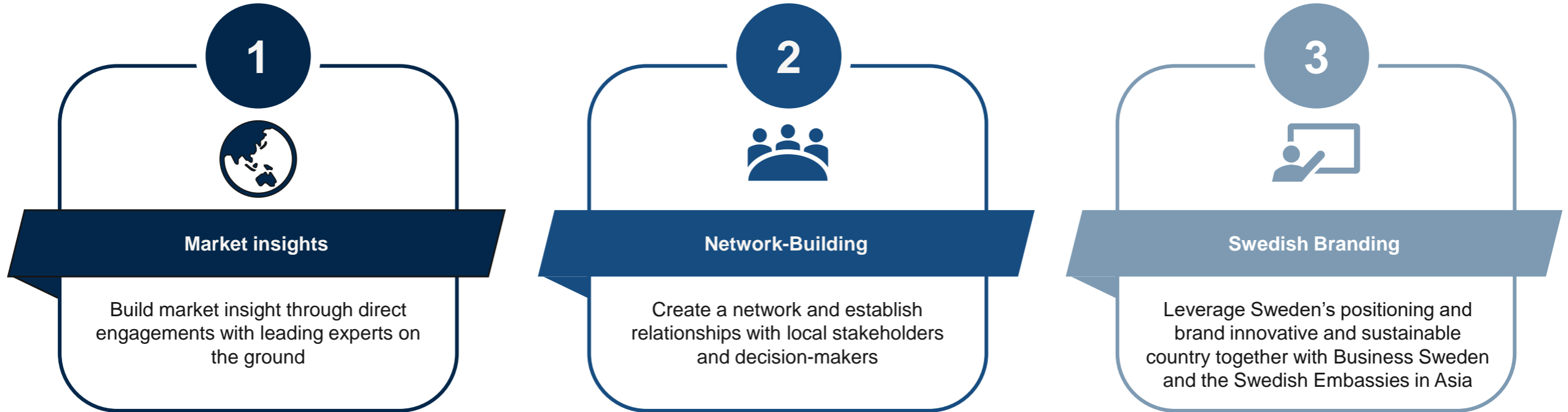
The program is designed to give first-hand experience and unlock ways for Swedish SMEs to enter to Asian market

THE SME DELEGATION PROGRAM 10-14 MARCH 2025

Pre-arrival		Delegation Program 10-14 March 2025*					Post-departure
Preparatory activities		Thailand Monday	Thailand/ Vietnam Tuesday	Vietnam Wednesday	Malaysia Thursday	Malaysia/ Thailand Friday	Individual follow-up
<ul style="list-style-type: none"> Assess best fit/interest with participants Knowledge-sharing sessions Virtual Webinars 	Morning	Kick-off and company visit	Discussion with Thai trade organization	Session on sustainable manufacturing	Flight to Kuala Lumpur	Brief by Malaysia authorities	<ul style="list-style-type: none"> Business opportunities realization Continued individual support (based on outcome) Export validation (up to 32h of support**)
	After-noon	Visit to industry cluster	Flight to Ho Chi Minh	Roundtable with companies/ business association	Company / Supplier roundtable discussion	Visit to project site	
	Evening	Networking event	Mingle event	Dinner event	Networking dinner at the Swedish residence	Flight back to Bangkok	

* Tentative – Individual sessions subject to change ** Engage Business Sweden consultants to dive deeper into selected market/s to validate your business potential. Key questions to be discussed and agreed upon beforehand. Export Validation projects should not previously have been granted during 2025.

What the Focus Asia SME Study-Trip will bring for your company



Participation fee

15 000 SEK
Participation fee

Included:

- **Participation: 1 representative per company**
(+5 000 SEK for each additional participant)

Not included:

- **Transport; food; accommodation** (We will book the transport and hotels for all, except to/from Sweden. Est. additional costs for five days **~8 000 SEK pp***)

For more information, please contact:
[**Sten.Lindmark@Business-Sweden.se**](mailto:Sten.Lindmark@Business-Sweden.se)

Note: Delegation pricing exclusive of VAT and taxes. * Estimated additional cost - To be determined once participants are confirmed



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