

Focus Asia

SME Study-trip to India 15 - 18 September 2025

The #FocusAsia SME Study-trip enables Swedish SMEs to discover their potential in Indian market

What is it?

The Focus Asia SME Study-trip is a **4-day program in India covering Delhi and Mumbai**, where participants will have a firsthand experience of opportunities across fastest growing large economy in the world.



The program will take participants through a **well-curated and dedicated meeting program** to learn from leading companies, industrial associations and governmental agencies in the country about **how to enter and succeed in India**.

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

Note: SME defined as < 250 employees, turnover < EUR 50 mn, not subsidiary of large corporation - To discuss questions regarding this, connect with Sten Lindmark

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

BUSINESS SWEDEN

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 key trends and recent developments in sustainable manufacturing, digitalization and industrialization in India

India



of Swedish companies



~300

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



Sustainable Manufacturing and Green Technology



Renewable Energy Generation



Local Sourcing – Opportunities and challenges

Population	GDP	Example of key sectors
• 1.45 Bn	• \$ 3567 Bn	• Information Technology
Export to Sweden	GDP Per Capita	• Industrial manufacturing
• \$ 1.14 Bn	• \$ 2940	• Healthcare
Import from Sweden	GDP Growth	• Renewable energy
• \$ 1.62 Bn	• 6.5 %	

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



Sofia Hogman, Sweden's Trade and Invest Commissioner to India and South Asia

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India is one of the fastest growing economies globally and with changing global scenario, India is becoming a natural and stable partner to Swedish companies who are looking at expanding their footprint. Favorable government policies from India towards promoting sustainable manufacturing and renewable energy is increasing the demand for Swedish companies.

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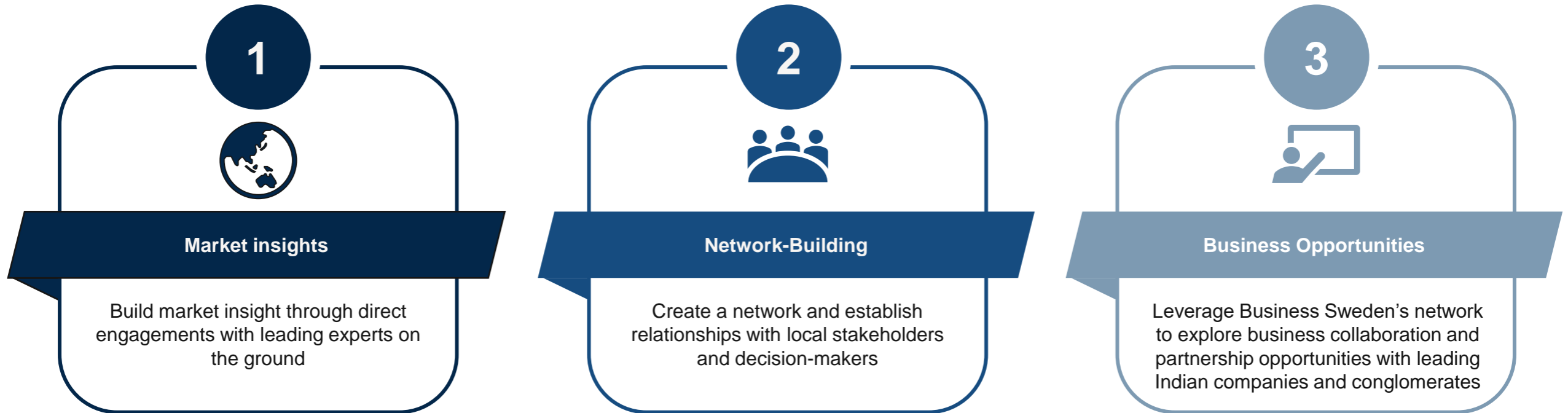
Well-curated meeting programs including workshops with industry associations and conglomerates will be setup across each target city as part of the study visit

THE SME DELEGATION PROGRAM 15 – 18 September 2025

Pre-arrival		Delegation Program 15 – 18 September 2025					Post-departure
Preparatory activities		Delhi Monday	Delhi Tuesday	Mumbai Wednesday	Mumbai Thursday	Delhi Friday	Individual follow-up
<ul style="list-style-type: none"> Assess best fit/interest with participants Knowledge-sharing sessions Virtual Webinars 	Morning	Kick-off & Overview of Indian market - Business Sweden	Theme (Sourcing/ Manufacturing) based workshops with industry bodies & their member companies	Industry workshops with 3-4 leading conglomerates like Tata, Reliance, Godrej, Aditya Birla etc.* with a focus on sustainable manufacturing, renewable energy		Reserve day for any follow-up meetings / return flight	<ul style="list-style-type: none"> Business opportunities realization Continued individual support (based on outcome) Consulting support - Export validation (up to 16h of support*)
	After-noon	Site visits to existing Swedish companies					
	Evening	Networking Event with leading Indian companies in Delhi	Flight to Mumbai	Networking Dinner	Flight to Delhi/ Sweden		

* 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.

Focus Asia SME Study Trip will help you in (1) gain market insights, (2) Network Building and (3) Explore business collaborations and partnership opportunities



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 ~12 000 SEK pp*)

For more information, please contact:
Sten.Lindmark@business-sweden.se

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

