

Focus Asia

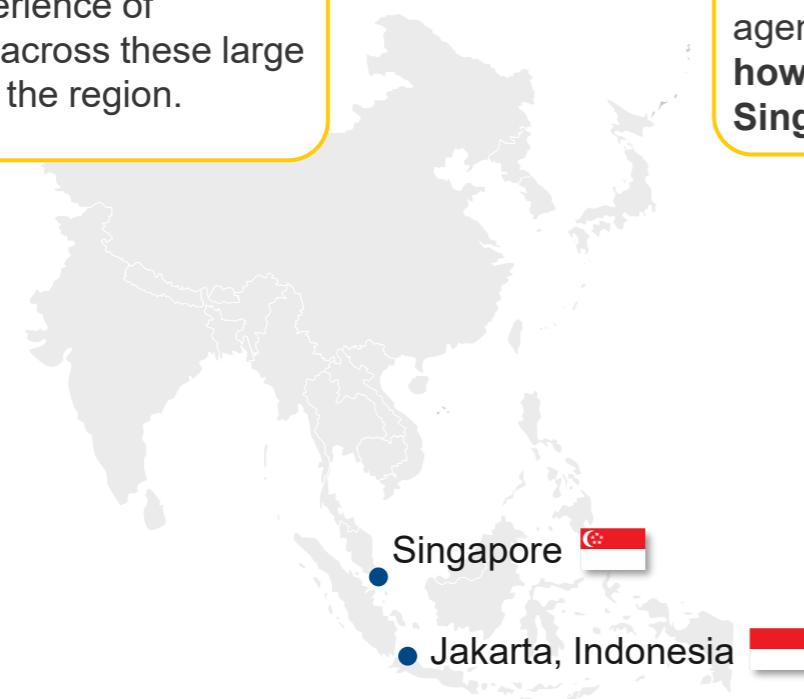
SME Study-trip to Singapore & Indonesia

12 - 16 October 2026

The #FocusAsia SME Study-trip enables SMEs to discover their potential in Singapore and Indonesia

What is it?

The Focus Asia SME Study-trip is a **5-day program in Singapore and Indonesia (Jakarta)** (12-16 October 2026), where participants will have a firsthand experience of opportunities across these large economies in the region.



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 Singapore and Indonesia**.

Note: SME defined as < 250 employees, turnover < EUR 50 Mn, not subsidiary of large corporation.

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

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

Explore opportunities in Singapore's advanced industries – spanning digital transformation, healthcare, manufacturing, mobility, and sustainable energy

Singapore



of Swedish companies



~250

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



Future Energy and Sustainability Technologies



Healthcare and Biotech Innovations



Smart Mobility Solutions



AI-Driven Digital Transformation

Population	GDP	Example of key sectors
• 6.11 Mn	• \$ 565 Bn	• AI & Digitalisation
Export to Sweden	GDP Per Capita	• Energy
• \$ 0.28 Bn	• \$ 92,932	• Healthcare
Import from Sweden	GDP Annual Growth	• Manufacturing
• \$ 1.22 Bn	• 4.4 %	• Mobility

Source: SCB, World Bank, Trading Economics. * Tentative focus areas – to be determined once participants are confirmed.



Ludvig Hermansson
Country Manager to Singapore

”

Singapore has firmly established itself as one of the world's most advanced and influential business hubs. Its strategic position between East and West functions as a powerful gateway to Asia. Its strong innovation ecosystem, world-class digital infrastructure, and stable regulatory environment make it an ideal base for companies looking to scale across the Asia-Pacific region. This is why more than 250 Swedish companies operate in Singapore, one of the highest concentrations in Asia-Pacific, and many use Singapore as their regional headquarters.

”

Indonesia's transforming business landscape across green energy technologies, sustainable innovation, digitalization, and advanced healthcare

Indonesia



of Swedish companies



~80

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



Green Energy and Sustainable Mobility



Digitalization and Smart Industrial Infrastructure



Digital Healthcare and Aging Society Solutions

Population	GDP	Example of key sectors
• 284 Mn	• \$ 1,400 Bn	• Energy & Mobility
Export to Sweden	GDP Per Capita	• Mining
• \$ 0.21 Bn	• \$ 4,925	• IT & Digitalisation
Import from Sweden	GDP Growth	• Forestry
• \$ 1.1 Bn	• 5 %	• Healthcare

Source: Business Sweden Research, Indonesia Statistics, World Bank * Tentative focus areas – to be determined once participants are confirmed.



Erik Odar
Trade Commissioner to Indonesia

“Indonesia is one of the world's largest and fastest-growing markets. Swedish solutions in green energy and mobility infrastructure, digitalization, and advanced healthcare match Indonesia's ambitions, especially across a dispersed nation that values scalable, collaborative technologies. To turn opportunity into outcomes, Team Sweden mobilises the Sweden-Indonesia Sustainability Partnership (SISP) — a G2G platform that aligns policy dialogue, technology transfer, capacity building and financing for Swedish companies enter, scale, and build long-term impact in Indonesia's priority sectors. **”**

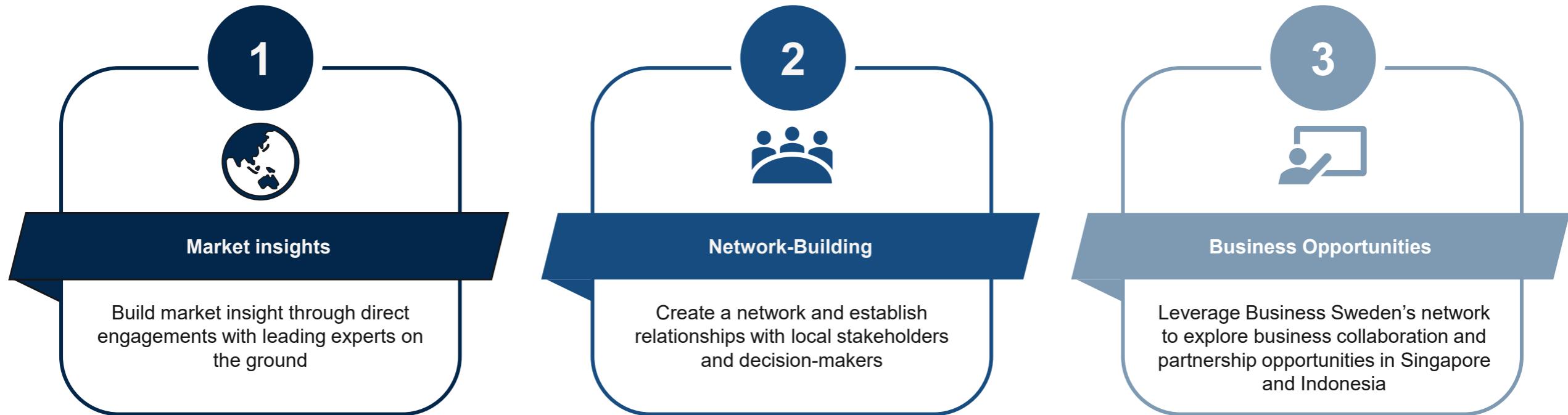
Each country-visit will provide (1) market insights, (2) company/industry sharing-sessions and (3) networking events. Consulting support provided post-delegation

THE SME DELEGATION PROGRAM 12 – 16 October 2026

Pre-arrival		Delegation Program 12 – 16 October 2026*					Post-departure	
Preparatory activities	Indonesia		Indonesia / Singapore		Singapore		Individual follow-up	
	Monday	Tuesday	Wednesday	Thursday	Friday			
	Morning	Landing and kick-off	Brief by Danantara / APINDO	Flight to Singapore	Market insights for Swedish SMEs	Brief about Singapore startup landscape		
Afternoon	SISP Showroom / Company visit	Roundtable discussion	Visit to Economic Development Board (EDB)	Introduction and panel discussion with Swedish SMEs in Singapore	Company visit		Business opportunities realization	
Evening	Networking event	Mingle event	Dinner event	Networking dinner at the Swedish residence	Delegation debriefing session		Continued individual support (based on outcome)	
							Export validation (up to 32h of support**)	

* 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 2026.

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

16 000 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. Additional costs for five days ~12 000 SEK pp*)

For more information, please contact:
andrea.staxberg@business-sweden.se

Note: Delegation pricing exclusive of VAT and taxes. * Estimated additional cost - To be determined once participants are confirmed. Hotel will be booked with check-in October 12th and check-out October 16th.

