

Focus Asia

SME Study-trip to China 15-19 March 2027

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

What is it?

The Focus Asia SME Study-trip is a **5-day program** in China covering Shanghai, Hangzhou and Shenzhen, where participants will have a firsthand experience of opportunities in one of the largest, most dynamic and influential markets 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 China**.



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

Visits to three cities shaping the future and driving China's rapid innovation and technology advancements

SHANGHAI



Shanghai is China's gateway to global business and one of the world's leading commercial and financial centers. Bringing together multinational companies, innovative startups, investors, and research institutions, the city offers a unique opportunity to understand how innovation is translated into business growth.

Meetings with leading organizations and companies will give participants insights into the trends and strategies shaping both the Chinese market and the global economy.

HANGZHOU



Hangzhou is the heart of China's digital economy and home to technology leaders such as Alibaba. The city showcases how advances in AI, e-commerce, fintech, and digital services are transforming industries and consumer behavior.

Visiting Hangzhou and engaging with local companies offers first-hand exposure to one of the world's most advanced digital innovation ecosystems.

SHENZHEN



Shenzhen is China's innovation engine and a global hub for technology development and advanced manufacturing. Known for its entrepreneurial culture and ability to rapidly turn ideas into products, the city is home to some of China's most influential technology companies.

Through visits and meetings with pioneering businesses, participants will experience how innovation moves from concept to commercialization at an exceptional speed and scale.

Hangzhou image MasaneMiyaPA - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=115120378>

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 innovation, tech, manufacturing industrialization in China

China



of Swedish companies



~600

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



AI, deep tech and innovation



Automation and next generation manufacturing



Electrification and new energy

Population	GDP	Example of key sectors
• 1.41 Bn	• \$ 19.5 Tn	• Industrial manufacturing
Export to Sweden	GDP Per Capita	• Automotive
• \$ 10.5 Bn	• \$ 13 862	• Renewable energy
Import from Sweden	GDP Growth	• Electronics and telecommunications
• \$ 6.6 Bn	• 5 %	

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



Axel Brangenfeldt, Head of Shanghai, Business Sweden

“China is no longer just a market of scale; it has also emerged as a global innovation and technology powerhouse. It has taken the lead in several tech intensive and transformative industries. As Swedish companies navigate a shifting global landscape, China remains both a key growth market and a dynamic innovation ecosystem, offering opportunities for partnerships, market access and collaboration for growth not only in China, but also to increase global competitiveness.”

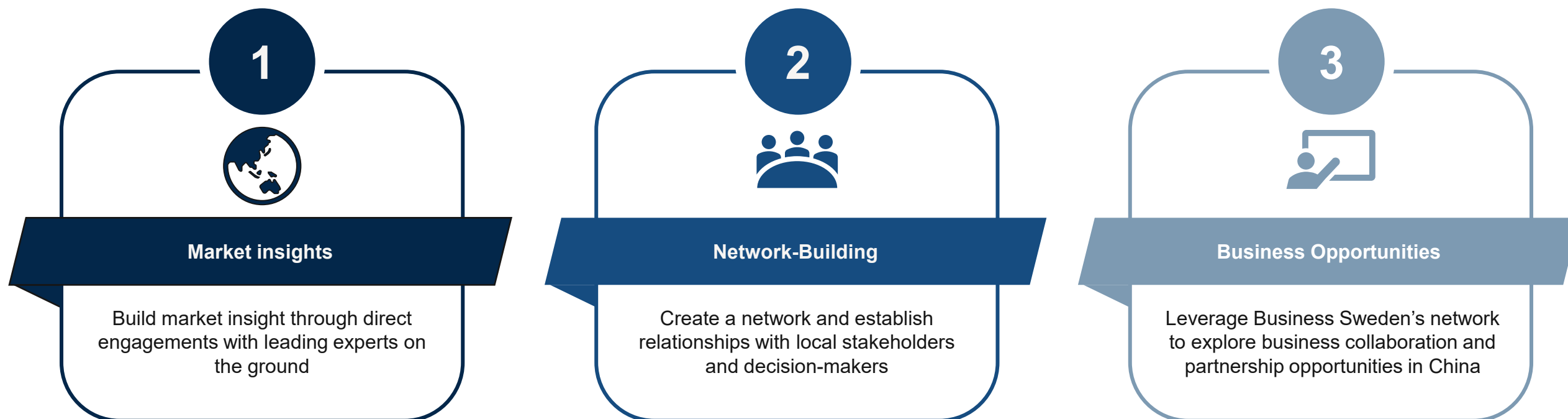
Well-curated meeting program including site visits and discussions with leading companies, key stakeholders and opinion leaders

THE SME DELEGATION PROGRAM 15 – 19 March 2027

Pre-arrival		Delegation Program 15 – 19 March 2027					Post-departure
<i>Preparatory activities</i>		Shanghai <i>Monday</i>	Shanghai <i>Tuesday</i>	Hangzhou <i>Wednesday</i>	Shenzhen <i>Thursday</i>	Shenzhen <i>Friday</i>	<i>Individual follow-up</i>
- Assess best fit/interest with participants - Knowledge-sharing sessions - Virtual Webinars	Morning	Kick-off & Overview of Chinese market - Business Sweden	Site visits to Chinese tech company	Hangzhou Innovation Hub		Site visits to Chinese leading company	Business opportunities realization
	After-noon	Site visits to existing Swedish companies	Innovation round-table discussion	Site visit to leading robotics company	Innovation study tour		Continued individual support (based on outcome)
	Evening	Reception at Swedish residence	Train to Hangzhou	Flight to Shenzhen	Networking dinner	Reserve for any follow-up meetings / return flight	Consulting support - Export validation (up to 16h of support*)

* 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 2027.

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. 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 March 15th and check-out March 19th.



PROGRESS BY TRADE