

Guidelines for the financial year 2024 for the Swedish Export and Investment Council regarding export and investment promotion activities and development assistance activities

For the financial year 2024, the Parliament has decided on appropriations and authorisations for financial commitments (Government Bill 2023/24:1 Issue 24, Government Bill 2023/24:NU1, Government Bill 2023/2024/107 Government Bill 2023/24:1 Issue 7 bet 2023/24:UU2, Government Bill 2023/24:107).

On 21 December 2023, the Government issued regulations for expenditure area 24, appropriation 2:3 Export promotion activities, and for expenditure area 2:4 Investment promotion activities, and for expenditure area 7, appropriation 1:1 Development assistance activities, in an appropriation directive to the Legal, Financial and Administrative Services Agency for the 2024 financial year.

The Government's decision

For 2024, the assignment to the Swedish Export and Investment Council (Business Sweden) within the framework of Issue 24, appropriations 2.3 and 2.4 covers export and investment promotion, where export promotion in turn is divided into three parts: Basic Export Service, Small and Medium-Sized Enterprise Programme and Targeted Export Promotion.

For the 2024 assignment regarding export and investment promotion to Business Sweden, the following appropriations have been calculated: SEK 306,500,000 for export promotion activities and SEK 77,772,000 in basic assignments for investment promotion. The annual assignment for export promotion activities relates to the respective sub-areas: Basic export services SEK 119,000,000, the Small and Medium-sized Enterprise Programme SEK 78,000,000 and Targeted export promotion SEK 99,500,000. In addition, SEK 5,000,000 will be added as a one-off initiative in 2024 for export promotion. The initiative is intended to strengthen the Small and Medium-sized Enterprise Programme and Business Sweden's regional export advisory services. In addition, SEK 5,000,000 will be allocated in additional assignments as a special initiative for Asia in 2024.

The assignment for 2024 to the Swedish Export and Investment Council (Business Sweden) within the framework of Issue 7, appropriation 1:1 Development assistance activities, appropriation item 16, includes a new and expanded assignment that aims to improve the conditions for Swedish companies to contribute to the goals of development cooperation and to the green and digital transition in low- and middle-income countries. This is an important part of the Government's work to strengthen synergies between development cooperation, promotion and trade policy (Aid & Trade) in order to strengthen Sweden's overall contribution to achieving the global goals for sustainable development in Agenda 2030 and the Paris Agreement's climate goals.

For this assignment to Business Sweden, the following funding have been calculated for 2024: SEK 65,000,000, of which SEK 10,000,000 relates to work with Global Gateway.

In accordance with the appropriation directives for the financial year 2024 regarding the appropriation 2:3 Export promotion activities, , the appropriation item 1 The Swedish Export and Investment Council and in accordance with the appropriation directives for the financial year 2024 regarding the appropriation 2:4 Investment promotion, the appropriation item 3 The

Swedish Export and Investment Council, and in accordance with the appropriation directives for the financial year 2024 regarding expenditure area 7, appropriation 1:1 Development assistance activities, appropriation item 16 Development cooperation activities - Sweden's export and investment investment promotion, the amount is paid out monthly at 1/12 every month. The processing or use of state funds should be even over the year.

The mission of UO24

The overall focus of the activities in export and investment promotion

The assignment to Business Sweden within the export and investment promotion activities aims to strengthen Swedish companies' exports and expansion abroad as well as attract and facilitate foreign direct investments in Sweden, as well as to strengthen Sweden's position as a prioritized partner in the green and digital transition globally. The assignment will thus contribute to Swedish competitiveness, increased employment and sustainable growth throughout the country through increased exports and increased investments. In this way, within the framework of the Government's assignment 2024, Business Sweden actively contributes to the objectives and implementation of the strategy for Sweden's foreign trade, investments and global competitiveness (UD2023/01758), as well as to the work of further developing result and impact evaluation and follow-up of the policy area. Focus areas include energy transition, fossil-free steel, the manufacturing industry, sustainable transport solutions, smart and sustainable cities, battery production, semiconductors, sustainable mining, life science, green industries, raw materials, new technologies (including AI) and new materials. Service companies and companies in fully digital environments will also be included. The work should be conducted on the basis of long-term priorities in Sweden's areas of strength where alliances can exist to offer comprehensive solutions.

Business Sweden is half owned by the state and half by the business community and is financed by both private and state revenues. Business Sweden shall be the central actor for export and investment promotion and is an important part of Team Sweden, including for the further development of its forms of cooperation. In particular, Business Sweden will cooperate with the Swedish Export Credit Corporation, the Swedish Export Credit Agency, Swedfund and the Swedish International Development Cooperation Agency (Sida).

The activities shall contribute to promoting a fact-based and positive image of Sweden abroad that benefits Swedish interests focused on Sweden as an export and investment country. Business Sweden shall collaborate with the Swedish Institute in this activity.

Business Sweden's international offices are of great importance for the implementation of the government assignments set out in this Assignment letter. The international offices play a central role in helping Swedish companies to increase their exports, expand abroad and increase foreign investments in Sweden. Business Sweden should safeguard the unique role in the promotion activities that the diplomatic status of the trade secretaries provides. Business Sweden shall collaborate and cooperate with the Swedish Foreign Service to promote Swedish business interests internationally. Business Sweden shall provide reliable and informed information about the market situation and business in the countries of operation, including information on ownership structures, large companies and investors of particular interest to Swedish companies. The networks shall consist of decision-makers in relevant public organisations, as well as representatives from the business community and media channels.

In addition to the assignment to ensure that Swedish small and medium-sized enterprises receive support from Business Sweden's regional advisors, in collaboration with Almi Företagspartner, Business Sweden shall participate in the regional export collaboration (RES), which also includes the Enterprise Europe Network, the Swedish Export Credit Agency and the Swedish Export Credit Corporation.

Business Sweden, in collaboration with other relevant actors, shall contribute to promoting Sweden as a leading knowledge and innovation nation. This shall take place where collaboration clearly contributes to export benefits for Swedish companies or investment benefits for Sweden. Business Sweden should support companies based on the regions' activities and specialisation in line with the regional development policy in Sweden.

Operations shall be conducted in forms that contribute to maintaining competitive neutrality, in the areas where other Swedish companies offer services in business development and internationalisation. Business Sweden's services shall be offered in a way and at a price that does not distort competition in a private consultancy market.

Business Sweden shall maintain appropriate security for its operations, in dialogue with the Government Offices and other relevant authorities.

Within the framework of its activities and appointments, including proposals for Trade Commissioners, Business Sweden should strive for equality between men and women.

Business Sweden's role as the central actor for the state's export and investment promotion activities includes assisting the government and its Authorities with special assignments in addition to this Assignment letter, within export and investment promotion activities. Financing of such assignments shall be provided with full cost coverage.

Business Sweden shall, in close collaboration with Team Sweden, base its work on accepted international norms and principles regarding sustainable and responsible business conduct and human rights, such as those from the OECD and the UN. Particular attention shall be paid to the prevention and combating of corruption.

Export promotion

The assignment to Business Sweden within the export promotion activities aims to strengthen the internationalization of Swedish companies and thereby contribute to increased exports, employment, green transition and sustainable growth throughout Sweden.

Business Sweden shall collaborate with other national, regional and local actors, such as chambers of commerce.

In 2024, the export promotion mission shall be carried out by offering:

Basic export service, where Business Sweden shall

- provide export information and advice on trade procedures, including up-to-date information on possible sanctions, and contribute to increased knowledge and awareness of intellectual property rights and the protection of intellectual property;
- provide easily accessible information on the business opportunities offered by the EU's free trade agreements, also tailored to SMEs;
- provide technical training for export procedures;

- continuously monitor and analyse macroeconomic developments globally and regionally in markets that are of interest to Swedish companies, e.g. annual business climate surveys and export managers' indexes, where data and analyses should be quality-assured and comparable over time,
- identify and report to the National Board of Trade and missions abroad trade barriers abroad, and
- maintain an institutional presence in markets of interest to Swedish companies to the extent justified by company demand, market developments and prevailing financial conditions.

Tailored support for Swedish SMEs, including knowledge-intensive start-ups and scale-ups, export (SME programme), where Business Sweden will:

- in Sweden and abroad, offer small and medium-sized enterprises, including those with different business models, services that are specially adapted to their needs and conditions;
- actively seek out more SMEs to offer such services;
- take into account input import needs/issues to support robust supply chains.

Targeted export promotion, where Business Sweden, with co-financing from participating companies and any other actors in order to promote Swedish companies' export opportunities, shall:

- initiate, plan and carry out export promotion efforts in Sweden and abroad, including assisting the Government Offices (primarily the Ministry for Foreign Affairs) with regard to official visits (primarily state visits or equivalent) abroad and incoming to Sweden. Streamline coordination between all relevant authorities and other actors in Team Sweden on strategic projects/megaprojects.
- identify seven to eight new strategic deals or mega projects that may be of particular Swedish interest and where a concerted or joint approach within the framework of Team Sweden is called for, during the year. Ensure sufficient resources to follow up and prioritize already identified strategic business opportunities with the goal of closing at least ten deals in 2024. In close collaboration with the rest of Team Sweden, project manage long-term oriented initiatives, including in system exports, to promote Swedish companies' opportunities to win these deals in areas where the country of operation prioritizes transition through its climate and transition plans and shows great interest and demand for Swedish solutions. Sweden's engineering consultancies and EPC-companies and relevant authorities must be involved at an early stage in these processes. More small and medium-sized enterprises shall be given the opportunity to participate in export initiatives linked to major strategic export transactions.
- In addition, Business Sweden shall contribute to promoting defence materiel exports, especially for small and medium-sized enterprises in accordance with the Government's foreign, security and defence policy.

Business Sweden's collaboration with participating companies in promotion initiatives shall take place in accordance with Commission Regulation (EU) 2023/2832 of 13 December 2023 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to de minimis aid, Section 7 of the Ordinance (2016:605) on the application of the European

Union's State aid rules and Commission Regulation (EU) No 717/2014 of 27 June 2014 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union. Functioning of the European Union to de minimis aid in the fishery and aquaculture sector.

Investment promotion

The assignment to Business Sweden 2024 to be responsible for the state-funded investment promotion activities aims to attract and facilitate foreign investments in Sweden, including special strategic investments in, for example, knowledge-intensive test and demo environments, and thereby contribute to increased employment, prosperity and sustainable growth throughout the country. Foreign direct investments with the potential to strengthen Sweden's global competitiveness, build resilient value chains and/or contribute to new export opportunities and global climate benefits will be given special priority.

The assignment within the investment promotion activities shall be carried out by:

- increase knowledge of and interest in Sweden as an attractive destination for foreign investments,
- respond to inquiries and provide establishment-relevant information to foreign investors;
- identify an increased number of investment opportunities and proactively attract and develop start-ups or expansion and follow-on investments, cooperation agreements, acquisitions and mergers in prioritised investment areas and countries;
- support investors interested in investing in Sweden;
- leading, coordinating and supporting relevant local, regional and national actors in the promotion of investment in individual projects;
- develop collaboration with relevant national actors in order to improve or make available common resources for a coordinated and tailor-made Swedish offering prior to specific investments with particularly high potential and quality of strategic Swedish interest, and
- Develop the governance and performance model in the investment promotion activities, with the aim of ensuring efficient processes and relevant performance follow-up, including measurable goals regarding added value and effects for Swedish sustainable socio-economic development by 2025.

Furthermore, Business Sweden is required to continuously receive information from companies about investment barriers in Sweden and pass these on to the relevant actor responsible for the issue.

In addition, Business Sweden shall lead the work of Team Sweden Invest, which aims to coordinate between relevant actors to promote investments and contribute to solving investment barriers. Investment promotion shall, where relevant, also permeate other promotional activities in foreign markets, including inbound and outbound delegation visits.

Business Sweden shall submit an annual report to the government summarizing the information on the investment climate in general, including the investment barriers that have emerged. The high-level conference Join Sweden Summit 2022 shall be followed up.

In its investment promotion activities, Business Sweden shall take into account any security risks that individual foreign investments may entail and, where appropriate, inform the relevant authorities.

Overall focus of development cooperation and promotion Expenditure 7

The goal of Swedish development assistance is to create conditions for better living conditions for people living in poverty and oppression. The activities financed through the development assistance appropriation shall contribute to achieving Sweden's development assistance policy objectives and comply with the OECD/DAC's regulations for international development assistance (ODA), including by mobilising the Swedish resource base and increasing companies' opportunities to contribute to higher productivity, sustainable economic development, green and digital transition and increased trade and employment in low- and middle-income countries. Initiatives will be designed to take advantage of the opportunities for Swedish companies to contribute to achieving the development goals in Agenda 2030 and the Paris Agreement and to strengthen Swedish companies' commitment, presence, investments and trade with low- and middle-income countries. Business Sweden will promote sustainable business and sustainable value chains that contribute to the development of people and the environment.

Business Sweden will identify projects in low- and middle-income countries in areas such as green and digital transition as well as sustainable infrastructure development where there is great interest and demand from the country of operation and where Sweden is deemed to have comparative advantages and can contribute additionally. Projects in other sectors are also eligible. Selection should be made based on each low- and middle-income country's own priorities, development strategies and climate plans, and cooperation with local business partners should be prioritized. In countries with overlapping interests between development cooperation, promotion and trade, Business Sweden will coordinate the work of the broader Team Sweden and collaborate with the Swedish Export Credit Agency, the Swedish Export Credit Corporation, Swedfund and the Swedish International Development Cooperation Agency (Sida). To identify the need for capacity development, technology transfer, feasibility studies, financing and risk management at an early stage, and to ensure that such support creates the conditions for long-term sustainable development in these countries, where Swedish companies can contribute with competitive solutions.

The assignment for 2024 within the aid-funded activities shall contribute to an expanded mission and strengthened capacity within Business Sweden with the aim of improving Swedish companies' possibilities to contribute to reach development cooperation goals and to green and digital transition in low- and middle-income countries. This shall include a strengthened long-term presence in selected countries that are included in the OECD/DAC's list of aid recipient countries (low- and middle-income countries), the development of Business Sweden's program for sustainable infrastructure projects that can be developed into strategic deals/mega projects with clear development effects in these countries, and the development of Business Sweden's operations in Ukraine. It will also include support for companies, including SMEs, to make better use of aid-funded financial instruments in the EU, as well as in development banks and climate funds. The assignment also includes the continued development of regional sustainability centers.

The assignment in aid-financed activities is carried out with co-financing from companies and any other actors.

The activities listed below shall be carried out in line with the terms and criteria for operations within Basic Export Service within the 2024 export promotion assignment.

- Contribute to maintaining institutional presence and relevant capacity in selected low- and middle-income countries where companies may request support to contribute to development-related activities through their business activities.

- Take overall responsibility for the coordination of Team Sweden for strengthened sustainable development through support to companies and local authorities in complex markets in selected low- and middle-income countries, including through a helpdesk for Swedish companies with interests in developing countries on responsible business conduct and sustainable growth processes that benefit local development.

The activities listed below shall be carried out in line with the terms and conditions of Targeted Export Promotion within the 2024 Export Promotion Assignment.

- Identify a dozen or so sustainable projects that can be developed into strategic deals/mega projects that can contribute to the development and climate transition of low- and middle-income countries, that are prioritized by the partner countries concerned and where Swedish companies can contribute with particular added value. The contribution of Swedish exports to global climate benefits shall increase. Business Sweden shall be able to, within a Team Sweden approach, identify procurements and financing opportunities, project manage long-term oriented initiatives, including in system exports, to promote Swedish companies' opportunities to win projects, with the aim of contributing to the transfer of knowledge, capacity and technology aimed at supporting societal development and green transition in low- and middle-income countries.
- Provide support to companies so that they can effectively contribute to aid and promotion efforts that are underway in low- and middle-income countries, in sectors where Swedish companies' know-how, trade and foreign investments can contribute to good development results and increased climate benefits.
- Identify projects where there is an opportunity to contribute to development policy goals and support Swedish companies' participation in procurements and projects in areas such as green and digital transition, including through collected digital information on multilateral procurements, including the flagship projects for Global Gateway, which have an important role in contributing to the development goals. Strengthen the capacity and competence to support companies to participate in projects and use financial instruments within e.g. the EU/Global Gateway, multilateral financial institutions/instruments and the UN system, not least at country level.
- Otherwise, work with the special assignments that are funded by the Government Offices or government authorities..

Due to these new assignments, and to facilitate and support Business Sweden's implementation of these activities, a close and ongoing consultation between Business Sweden and the Ministry for Foreign Affairs is foreseen in 2024.

Special initiatives for 2024

The following special initiatives shall be carried out within the framework of the government assignment in 2024:

- Special funds of SEK 5 million will be provided to Business Sweden from Uo 24 Grants 2.3 Export promotion to be used to strengthen Business Sweden's regional export advisory services in order that more small and medium-sized enterprises will be reached by offers in the government promotion. The reinforcement is aimed at a long-term upgrade of the area of activity and will be financed within the framework of regular operations after 2024.

- Implement investments in emerging markets in Asia with a focus on exports, investments and innovation, in close consultation with the relevant missions abroad and in accordance with special instructions from the Government Offices (Ministry for Foreign Affairs).
- Prepare and coordinate Sweden's participation in the World Expo in Osaka (Expo 2025) in accordance with the assignments and funding given to Business Sweden for the financial years 2022 (UD2022/18365), 2023 (UD2023/09456) and 2024 (UD2024/01065).
- Implement the assignment for increased food exports in line with the assignment to Business Sweden within the framework of the food strategy (N2019/03242/JL).
- Carry out assignments to strengthen the coordination of efforts for large establishments in the automotive industry's green transition (KN2023/03276).

Use of funds

1. The state funds will be disbursed by the Legal, Financial and Administrative Services Agency in the amount of 1/12 each month in 2024.
2. The funds relate to costs for operations in the government assignments (personnel, overheads, administration, marketing and communication) including institutional presence in the markets where Business Sweden is present
3. In addition, the funds relate to the cost of governance, follow-up and reporting of the activities in the government assignments.
4. The use of state funds must be reported with transparency and traceability.
5. EU state aid rules must be followed.
6. The use of funds from expenditure area 7 must be in accordance with the OECD's Development Assistance Committee DAC's guidelines for what can be classified as aid.

Reporting back on operations

By 1 March 2025, Business Sweden shall report to the Government Offices (Ministry for Foreign Affairs) on activities and results within the government assignment for 2024, both in their entirety and divided into the different areas of activity (export promotion incl. sub-areas and investment promotion and development cooperation). Where possible, the report shall also include effects. It should be possible to make comparisons with previous years in terms of the scope of the activities, their impact and how widely they have been disseminated, both in Sweden and internationally.

The report must also include information on the following by area of activity:

- The number and category of activities and the way in which they were aimed at contributing to Swedish exports and investments in Sweden, including in particular strategic deals/mega projects and investments that have been identified, are in progress and have been won.
- Number of exporting companies broken down by size covered by the activities.
- In which markets the activities have been carried out.
- Geographical residence of the companies in Sweden and abroad (where possible).
- How many companies are doing business after efforts within the government assignment.
- The long-term, strategic direction of the activities within the government assignment.
- For funds from expenditure area 7, compile and report statistics and results against the objectives of development assistance to the Swedish International Development

Cooperation Agency (Sida). The report must be submitted no later than 1 March 2025, with an interim report on 1 August 2024. The funds must be reported openly and transparently by making documents available on openaid.se. Sida coordinates this reporting and will announce the dates and procedures.

- The reporting should overall indicate the contribution of the initiatives to increased Swedish project exports to the green and digital transition of low- and middle-income countries, as well as its contribution to global climate benefits. Specific reporting shall be done on how Business Sweden has supported Swedish companies to participate in Global Gateway projects.
- Number of projects that included monitoring, analysis and matching between Swedish business interests and countries' transition plans.
- Revenues divided between 1) the central government's basic assignment export promotion, 2) the central government's basic assignment investment promotion, 3) the government's assignment development, 4) other assignments from the government and its agencies, 5) grants from the Confederation of Swedish Enterprise, 6) corporate revenues for partly state-funded services and 7) private fully financed services.
- Results and effects from the special assignment in regional export advice.
- The companies' overall perception of Business Sweden in the form of a customer satisfaction index (CSI) on an aggregated basis and broken down by its various services and activities within each business area and, where possible, broken down into sub-areas. A breakdown of CSI should also be made by company size. Measures taken to improve the quality of CSI-reporting should be reported. The CSI should, in general for Business Sweden's services, be at least 85 and exceptions to this should be justified.
- Key concepts used to measure the results and effects of the business, including CSI and HQI, must be reported in comparable time series.
- Overview descriptions of activities and results regarding other publicly funded assignments and the collaboration with other public actors that Business Sweden has had during the year in Sweden and abroad, with a focus on method development and organization.
- Assignments where Business Sweden has received special funding from public actors must be reported in line with the guidelines that apply to the relevant business area, such as the Small and Medium-sized Enterprise Programme or Targeted Export Promotion.
- Information on any changes during the year with regard to the number of offices abroad and regionally in Sweden must be reported in the report.
- Information on the measures taken for security purposes and what the measures are deemed to have led to must be reported in the annual report.
- Information on the measures taken to ensure an even gender distribution in the organisation and in the nominations of trade secretaries, as well as what the measures are deemed to have led to, must be reported in the annual report.
- When reporting results and effects, the selection criteria of the measurement methods, any limitations and non-response, must be clearly stated.
- Information on measures (e.g. skills enhancement initiatives or completed assignments, including for small and medium-sized enterprises) that have been taken regarding international sustainable business and the fight against corruption.

Business Sweden will also, on a tertiary basis or as agreed, make reconciliations with the Government Offices (Ministry for Foreign Affairs) with a focus on the government assignments and the cooperation between the Ministry for Foreign Affairs and Business Sweden.

At the specific request of the state owner, Business Sweden shall be able to report its revenues for individual programs or activities broken down into different revenue sources, its results linked to different programs and activities, and its activities and measures linked to different initiatives and activities.

In addition, Business Sweden is encouraged, where applicable, to propose relevant indicators and evaluation methods regarding activities, results and impacts, in order to develop the annual assignment and increase the impact of the promotion.

Budget proposal

By 1 March 2025, Business Sweden shall submit proposals to the Government Offices (Ministry for Foreign Affairs) for the focus and financing requirements for the government assignment for export and investment promotion and aid activities for 2026. These are commented on in connection with the next tertiary meeting and are handled within the framework of the ordinary budget process.

For the Government

Jessika Roswall

Josa Kärre

Copy to

Ministry of Foreign Affairs, AF, AL, BK, EC, EKO, EUNA, HI, IU, KOM, MENA, PLAN, RS, UrH

Ministry of Health and Social Affairs, EIS

Ministry of Finance, BA, SFÖ

Ministry of Climate and Enterprise, EUI, NIM, KL

Ministry of Culture, IS

Ministry of Rural Affairs, EUI

Ministry of Defence, MF

Administration Department, RK Economy

The Riksdag, Committee on Trade and Industry

The Swedish National Financial Management Authority

The Swedish Export Credit Agency

The Legal, Financial and Administrative Services Agency

National Board of Trade

The Swedish Agency for Growth Policy Analysis

The Swedish National Audit Office

All salaried missions abroad

All county administrative boards

The Swedish Energy Agency

The Swedish Board of Agriculture

Swedish Arts Council

Swedish Agency for International Development Cooperation

Swedish Institute

Swedish Agency for Economic and Regional Growth

Vinnova

AB Swedish Export Credit Corporation

Almi Företagspartner AB

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