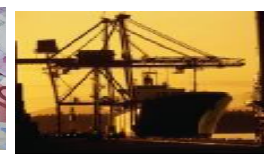


GOING NORTH SCANDINAVIAN BUSINESS BUSINESS OUTLOOK 2022



Unindustria
Rome / Copenhagen, 23.11.2022



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Summary



WHO WE ARE - COLUMDAE ApS

BUSINESS OUTLOOK – MACRODATA

SCANDINAVIAN KEY & STRATEGIC TRENDS – November 2022

Business opportunities:
SWEDEN, DENMARK, NORWAY and FINLAND

BUSINESS CULTURE & NEGOTIATION
– a Key Factor

WHY ITALY – Sectors

Questions & Answers

Thanks and Good Bye



Work Local, Trade Global!

OUR MARKETS



Sweden
Denmark
Finland
Norway
Baltics
UK

Germany
Austria
Switzerland
Netherlands
Belgium

France
Italy
Spain
Turkey

South Korea

USA
Canada
Mexico



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LOOKING FOR THE BEST WAY TO EXPORT AND EXPAND ABROAD?

WHY **COLUMDAE** is indispensable when you want to expand into new markets abroad

JUST THE FIRST REASONS:



- **We are Locals**
- **We are Experts**
- **We are Result Oriented**
- **We save Your Time and Money**
- **We optimize and capitalize your opportunities**



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OUR MAIN EXPERTIES

Partner Search

Finding new Distributors and Partners

Client / Buyer Search

Finding new Clients, Rapid Export Growth

Account Export Services

Managing & Developing your Export abroad

Market Information

Competitor and market analysis

Trade Delegation

Business mission in Strategic Market

Tax & Legal



Tax, legal standpoint and support
Procurement Tenders



How we implement projects?

- 1) **Free Preliminary Check** 3-5 working days
Local Export Specialist
- 2) Feedback from our Local Export Specialist
Project Potentiality to proceed or not
- 3) Proposal: - 50 % + **50% Success Fee**
- 4) Start – **90 working days**
Conference Call with local Export Specialist
- 5) **Mid Report** – 45 working days
- 6) **FINAL REPORT + Short List**
Conference call Country Project Account

COMPANY NAME:

Project Summary:* <small>*to be filled in by Columdae ApS</small>		Client	Project n°
COMPANY PROFILE			
Established year:		Employees:	
Turnover:		Webpage:	
1. Product / Solutions			
2. Markets to develop			
3. Type of Research		<input type="checkbox"/> Clients <input type="checkbox"/> Distributors / Partners <input type="checkbox"/> Account Export Service <input type="checkbox"/> Market Analysis	
4. Target			
OWN PRODUCT DESCRIPTION			
Competitive strength			
Key Distributors/Clients References			
Key products / solutions characteristics			
Price range			
Certifications			
TARGET MISSION DESCRIPTION			
Target size potential Clients/Distributors			
Market/customer segment			
Existing contacts in the target market (companies contacted or existing cooperation partners)			
Main competitors in the area			
Present key example of clients/distributors/buyers			
ADDITIONAL KEY INFORMATION:			



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AND PROUD OF :



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Best Business Export Support Services Provider - Scandinavia

2022



Head of Nordic Export Research Unit

Kari Mäkeläinen



COLUMDAE Helsinki - Amsterdam
Head of Global Export Research Unit

KOTRA, Seoul-Helsinki
Consultant and Senior Consultant at KOTRA

FINPRO, Helsinki-Seoul
Market Researcher

UMIST (Manchester Business School)
Master of Science in International Business -

St Andrews University, Master of Arts in
International Relations

COLUMDAE: Work Local, Trade Global!

Scandinavian Business Outlook – 2022



TARGET MARKET BUSINESS OUTLOOK

DENMARK: Strong trade outlook, global weakness did not manifest itself in Danish data. Denmark's real GDP is expanded by a **solid 3.9% in 2021 and forecast to around 2.8% in 2022. Lowest unemployment** rate 2.5% since November 2008

SWEDEN: domestic demand at **good speed**, relevant GDP and export performance, Manufacturing industry is expected to recover fully from 2020 stoppages. Growth in Sweden is expected to be 1.9 per cent in 2022 and 1.5 per cent in 2023 before increasing to 2.3 per cent in 2024.

NORWAY: **GDP growth of 3.5% is projected for 2022.** In 2023, economic growth will have declined towards its long-term potential rate, at 1.7%. Risks to inflation are pronounced, given the broadening of large price around commodity prices. Higher oil prices will contribute to a stronger NOK ahead.

FINLAND: GDP growth is forecast to reach 1.8% in 2022 and 1.2% in 2023 and 2.10 percent in 2024, according to national economic model. The largest sector of the Finnish economy is services at 65 percent, followed by manufacturing and refining at 31 percent.



GDP PER CAPITA

- Norway 6th
- Sweden 14th
- Denmark 15th
- Finland 22th

GERMANY 23rd

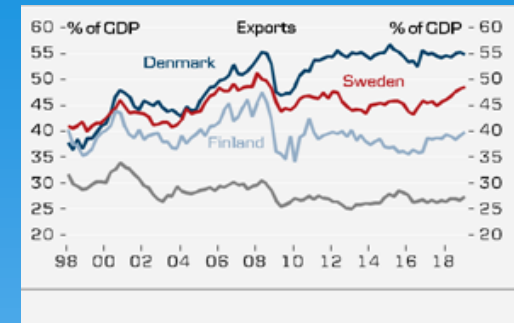
ITALY 34th

EXPORT
still going up

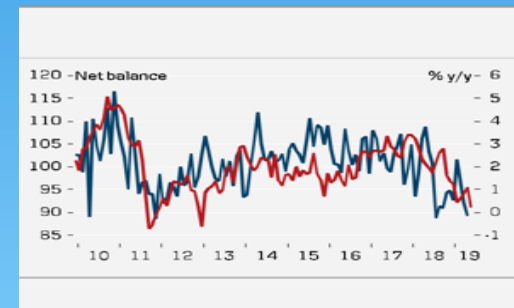
HOUSE PRICE
continued to rise

CONSUMER
feeling the pinch

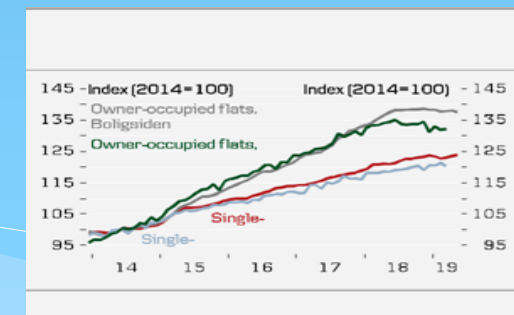
SCANDINAVIA BUSINESS OUTLOOK



Source: Macrobond Financial



Source: Danske Bank, Macrobond Financial



Source: NIER, SCB

WHY YOUR COMMERCIAL FOCUS IN SCANDINAVIA



- **Rich Market & Right Moment**
(Searching for new key suppliers)
- **“Safe” Market**
- **Open to trade (needed). With less competition and not so “business conservative” as Germany**
- **Italian brand means quality, sophisticated, story telling – B2B & B2C**
- **Key references for the rest of the world**

COLUMDAE ApS: Work Local, Trade Global!

Business Opportunities

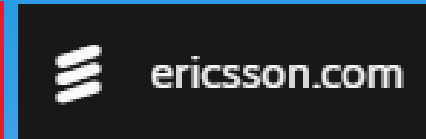
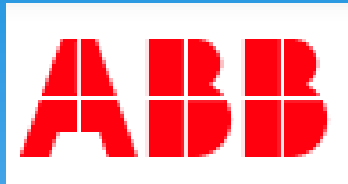


Why Scandinavia?

- Scandinavia is home to a large number of globally leading manufacturing companies (Nokia, Ericsson, Electrolux, Vestas, IKEA, Kone, ABB, Alfa Laval, Volvo etc.), which are interested in Italian suppliers
- Current trends in the region include construction boom (both newbuilding and renovation), machinery, Italian food and wines, oil & gas
- The best way to get attention of purchasing responsible managers is an approach by another Scandinavian
- In all cases, it is best to investigate all Nordic countries at the same time, because of overlapping sourcing organizations



SCANDINAVIA – HOME OF GLOBAL LEADER CUSTOMERS



SKANSKA



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SCANDINAVIA – HOME OF GLOBAL LEADER CUSTOMERS

- Scandinavian countries constitute one of the **largest hubs of manufacturing industries in the world**
- There are **Scandinavian headquartered** globally leading MNCs and major production units of other MNCs in the region
- There are great supplying opportunities to these in categories of machinery, intermediate goods, components etc., key and typical consumer goods related to **Made in Italy**
- Made in Italy: **high quality, customization, competitive** – strong soft power



SCANDINAVIA – A WEALTHY CONSUMER MARKET WITH **STRONG PURCHASING POWER IS STRONG OPPORTUNITY IN THE MARKETS**

- Scandinavian consumers have the highest purchasing power in Europe
- Consumers good, design and furniture items (construction boom for new apartments and fancy flats for Nordic middle class with sophisticated international trends (Made in Italy) as well as food segments are seen very favorably and strategic products now by Scandinavians and for Nordic markets
- Strong and wide international middle class interested in key quality and brand, with important purchasing power
- Lack of local competition / Germany with different set up offer

Brand, Quality, Flexibility + Price



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NORDICS: KEY REMARKS AND STRATEGIC INPUT

- ✓ **Italian quality** is these days very respected in Scandinavia
- ✓ **Italian quality and Italian flexibility in products/ solutions** are key assets in the Nordics
- ✓ Main initial questions to work from Italy (a part the key products/solutions), may include **logistics**: especially **delivery** times and transportation policy.
- ✓ **References** from the same target industry are important
- ✓ For reasons described previously, it may require a wide research approach to find the **right buyer** contact has the best characteristics in closing a commercial deal

CURRENT ISSUES FROM PURCHASING VIEWPOINT

- Unreliability of Chinese suppliers (Zero Covid policies etc.), in addition to the previously existing problems with Far Eastern suppliers
- Logistics bottlenecks and risks (Russia's attack on Ukraine, Suez Canal etc.)
- Rapidly rising freight rates

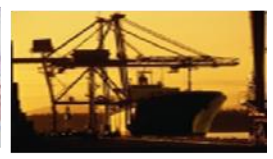
THUS, THE VALUE OF ITALIAN SUPPLIERS IS A KEY FOCUS NOW





SWEDISH ECONOMY

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SWEDEN



Prime Minister	Ulf Kristersson
Political Regime	Unitary parliamentary democracy and constitutional monarchy
Capital	Stockholm
GDP	EUR 530 Billion
Main cities	Gothenburg, Malmö, Lund, Uppsala, Luleå, Umeå

MAIN ECONOMIC INDICATORS

<i>Statistics</i>	<i>Sweden</i>	<i>Trends</i>
Population (millions)	9,354,468	
Superficy (km ²)	449,964 sq k	
Density(hab/km ²)	20,6	
GDP trillion\$	\$530	↗
Growth	5,3%	↘
Pop active	9.34 m	
Unemployment rate	7.8	↗
Inflation rate	-1.5	↘
<i>Exchanges</i>		
Exports billion\$	132.37	↗
Imports billion \$	121.83	↗
<i>Finance</i>		
Credit rating	AAA	↘
Public debt	35%	↗
Official currency	Krona	
Change Euro/\$	0,109	



Source : OECD, IMF

SWEDEN, BUSINESS OUTLOOK

Import – Partners - Commodities

- machinery and equipment, raw materials and semi manufactures for industry, chemicals, wine & food, consumer electronics, consumer goods, furniture, textile
- Germany 17.9%; Norway 9%; Denmark; 9%; The Netherlands 6.5%; Great Britain 5.7%; Finland 5.2%

Export - Commodities - Partners

- machinery and instruments, chemicals, pharmaceuticals, paper, furniture, textiles and clothing
- Norway 10.6%; Germany 10.2%; Great Britain 7.4%; Denmark 7.3%; Finland 6.4%; USA 6.4%

Export – Import revenues

- Imports \$122 billion
- Exports \$132 billion

Main industries

- Machinery, textiles and fashion, food & wine, electronics, construction, furniture, pharmaceuticals, medical equipment, iron, steel, nonferrous metals, chemicals, automotive and green energy sectors

PAST & PRESENT SWEDISH COMPANIES



SWEDEN, KEY SECTORS TO FOCUS



Furniture



Engineering



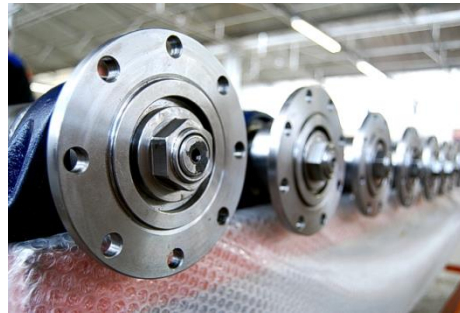
Food & Wine



Food processing



Medica & Pharma



Machinery / Automotive



Fashion



DANISH ECONOMY



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DENMARK



Prime Minister	Mette FREDERIKSEN*
Political Regime	Constitutional monarchy
Capital	Copenhagen
GDP/Cap	324.9 billion
Main cities	Aalborg, Aarhus, Odense, Esbjerg, Roskilde

MAIN ECONOMICAL INDICATORS

<i>Statistics</i>	<i>Denmark</i>	<i>Trends</i>
Population (millions)	5,814,461	↗
Superficy (km ²)	43,094 sq k	
Density(hab/km ²)	129	
GDP trillion\$	\$311.9	↗
Growth	1%	↘
Pop active	2.82 m	
Unemployment rate	4.2	↗
Inflation rate	2.26	↘
<i>Exchanges</i>		
Exports billion\$	99.37	↗
Imports billion \$	90.83	↗
<i>Finance</i>		
Investment rate	17.5%	↘
Public debt	46.6%	↗
Official currency	Kroner	
Change Euro/\$	0,1341	



Source : OECD, IMF, CIA

STRATEGIC LOCATION

- The Øresund Region is one of the most dynamic business regions in Europe, centred on the cities of Copenhagen and Malmö. It is a gateway to the Nordic markets.
- With a population of almost 4.000.000 people, it generates a quarter of the total GDP of Sweden and Denmark, two countries in one region.



DENMARK, BUSINESS OUTLOOK

Import - Commodities - Partners

- machinery and equipment, engineering, raw materials and semi manufactures for industry, chemicals, grain and foodstuffs, consumer goods
- Germany 21.07%, Sweden 13.18%, Norway 7%, Netherlands 6.97%, China 6.22%, UK 5.53%

Export - Commodities - Partners

- machinery and instruments, meat and meat products, dairy products, fish, pharmaceuticals, furniture, windmills
- Germany 17.53%, Sweden 12.68%, UK 8.49%, US 6.05%, Norway 6.01%, Netherlands 4.84%, France 4.57%

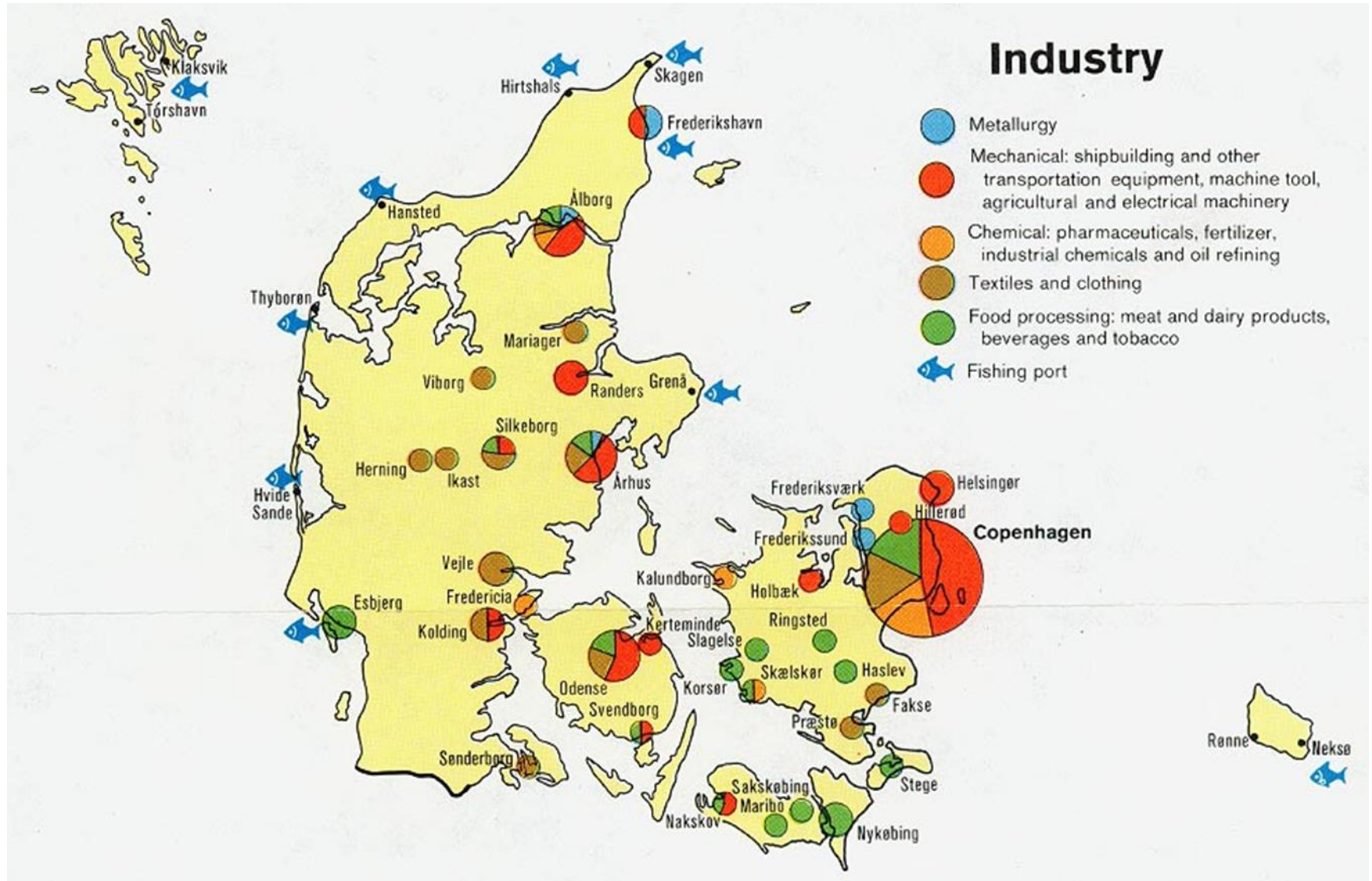
Export – Import revenues

- Imports \$90.83 billion
- Exports \$99.37 billion

Main industries

- machinery and transportation equipment, fashion and clothing, electronics, construction, furniture and other wood products, shipbuilding and refurbishment, windmills, pharmaceuticals, medical equipment , iron / steel products, nonferrous metals, chemicals.

CLUSTERS & SPECIAL ZONES



TOP 10 DANISH COMPANIES



MAERSK

Transportation



Banking



Telecommunication
services



Drugs &
biotechnology



Food, drink
and tobacco



Banking



Food, drink
and tobacco



Drugs &
biotechnology



Drugs &
biotechnology



Transportation

DENMARK, MAIN SECTORS TO FOCUS



Furniture



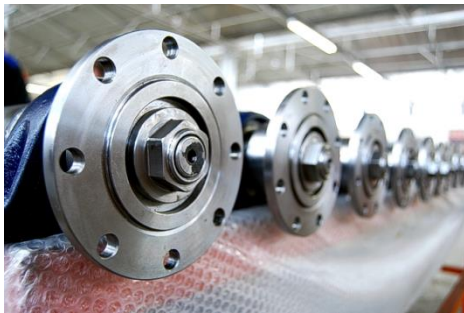
Food & Beverage



Food processing



Pharma
Life Science Hub



Machinery / Engineering



Green energy



IT sector



Fashion

FINNISH ECONOMY



HELSINKI

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FINLAND



President	Mr Sauli Niinistö
Prime Minister	Ms Sanna Marin
Political Regime	Parliamentary republic
Capital	Helsinki
GDP total	€180 billion
Main cities	Tampere, Turku, Espoo, Vantaa, Oulu

MAIN ECONOMIC INDICATORS

Statistics	Finland	Trends
Population	5,375,276	
Land area (km ²)	303,892	
Density (hab/km ²)	18	
GDP billion €	180	↗
Growth	3.6%	↗
Pop active	2,672,000	
Unemployment rate	8.4	↗
Inflation rate	1.2	↗
Foreign Trade		
Exports billion €	52.4	↗
Imports billion €	51.5	↗
Finance		
Investment rate	18.7%	↘
Public debt	41.7%	↗
Official currency	Euro	



Source : Statistics Finland

FINLAND, KEY SECTORS TO FOCUS



Food & Wine



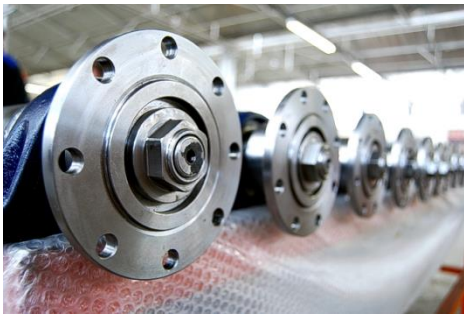
Furniture



Food processing



Engineering



Machinery



Fashion



Medica & Pharma

FINLAND, BUSINESS OUTLOOK

Import - Commodities - Partners

- Chemical industry products, extractive industry products, electro-technical and electronic products, machinery and equipment, vehicles
- Germany 13.3%, Sweden 10.1%, Russia 10.2%, China 7.1%, Netherlands 6.4%, USA 4.4%

Export - Commodities - Partners

- Forest industry products, chemical industry products, electro-technical and electronic products, metals and metal products, machinery and equipment
- Sweden 11.4%, Germany 10.1%, USA 7.0%, Netherlands 6.8%, Russia 5.7%, China 5.1%

Export – Import revenues

- Exports €57.37 billion
- Imports €51.50 billion

Main industries

- Machinery and equipment, metals and metal products, electro-technical and electronic products, forest industry products, food products, chemical industry products

FINLAND, MAIN SECTORS & COMPANIES



Machinery / Engineering



Metals



ICT & Electronics



Forest Industry



Food & Beverage



Chemicals

NORWAY ECONOMY



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NORWAY



King	King HARALD V
Prime Minister	Jonas Gahr Støre
Political Regime	Constitutional monarchy
Capital	Oslo
GDP total	\$398.8 billion
Main cities	Bergen, Tromsø, Trondheim, Bodo

MAIN ECONOMIC INDICATORS

Statistics	Finland	Trends
Population	5,372,191	
Land area (km ²)	304,282	
Density (hab/km ²)	21	
GDP billion €	398.8	↗
Growth	2.4%	↗
Pop active	2.797.000	
Unemployment rate	4.2	↘
Inflation rate	1.1	↘
Foreign Trade		
Exports billion €	102.8	↗
Imports billion €	95.6	↗
Finance		
Investment rate	14.7%	↗
Public debt	36.5%	↗
Official currency	NOK	



Source : Statistics Norway



WHY NORWAY

Norway has a population of only 5 million, but is one of the world's wealthiest nations per capita.

Unemployment is low with the rate standing at 4.6%.

The Norwegian economy is dominated by the offshore oil and gas sector, which accounts for about 25% of value creation in Norway.

Crude oil, natural gas and electricity account for 65% of all exports. According to current estimates, Norway has oil for the next 50 years and gas for the next 100 years



NORWAY'S PRIORITY SECTORS FOR ECONOMIC DEVELOPMENT INCLUDE:

- ✓ Oil and gas
- ✓ Seafood
- ✓ Timber and metal products
- ✓ Telecommunications
- ✓ Hydropower equipment

NORWAY, BUSINESS OUTLOOK

Import - Commodities - Partners

- Chemical industry products, extractive industry products, electro-technical and electronic products, machinery and equipment, vehicles
- Sweden 16.6%, Germany 11.6%, Denmark 6.6%, China 4.3%, UK 4.2%, Italy 2.9%

Export - Commodities - Partners

- Oil & Gas, Forest industry products, chemical industry products, electro-technical and electronic products, metals and metal products, machinery and equipment
- Sweden 11.4%, Germany 10.1%, USA 7.0%, Netherlands 6.8%, Russia 6.0%, China 5.1%

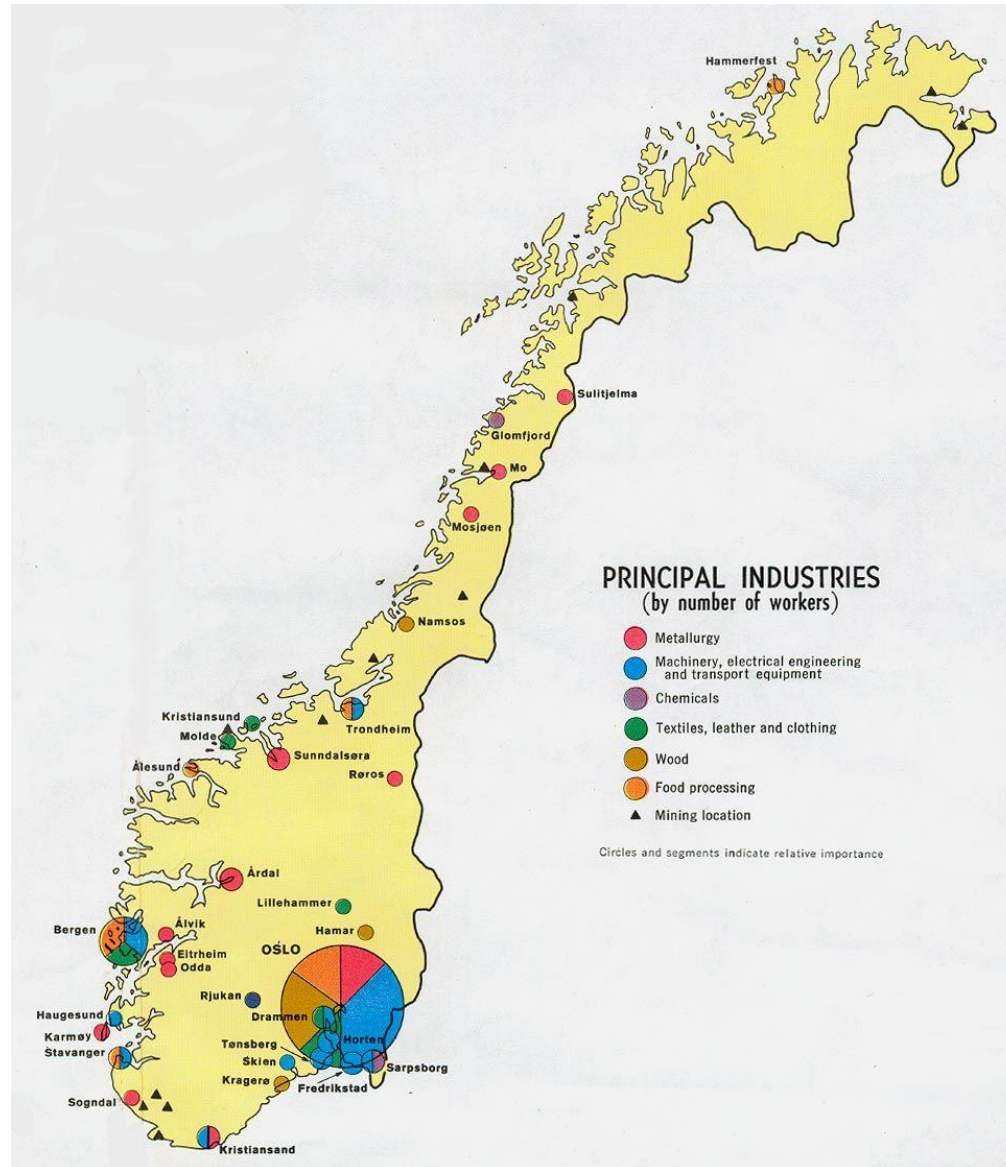
Export – Import revenues

- Exports €52.21 billion
- Imports €43.44 billion

Main industries

- Machinery and equipment, metals and metal products, electro-technical and electronic products, forest industry products, food products, chemical industry products

CLUSTERS & SPECIAL ZONES





IMPORT WHERE TO FOCUS

- Oil & Gas and related industrial sectors
- Machinery equipment and engineering
- Food, Foodstuff & Beverage
- Medicines and Pharmaceuticals
- Fashion & Textile
- Furniture



Columdae: Work Local, Trade Global!

Business Culture Negotiation



NORDIC BUSINESS CULTURE

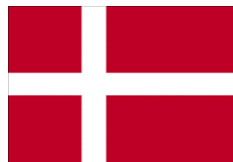
Management Style

A good manager, according to Scandinavian standards, is a person who takes advantage of the natural creativity and motivation of his staff. A professional manager should use reason and base his views on facts. Getting emotional when discussing a problem is considered rather inappropriate.

In countries where managers show a high uncertainty avoidance, employees are often promoted according to seniority. In Scandinavia, on the other hand, actual work performance tends to be of greater importance. As a result, young men and women are frequently seen in leading positions.

Punctuality is important not only in working life but also when it comes to purely social gatherings. This means that when a Nordic is invited for dinner at eight, he show up at eight!

Foreign businessmen often find that their Scandinavian colleagues talk too much business , and too little about themselves or their interests. They might draw the conclusion that their partners are simply limited and ignorant. The Nordic businessman, on the other hand, probably wishes his foreign business partner would cut the small talk and come to the point. In Scandinavia, a direct approach is seen as a sign of efficiency and a wish not to waste the other person's time.



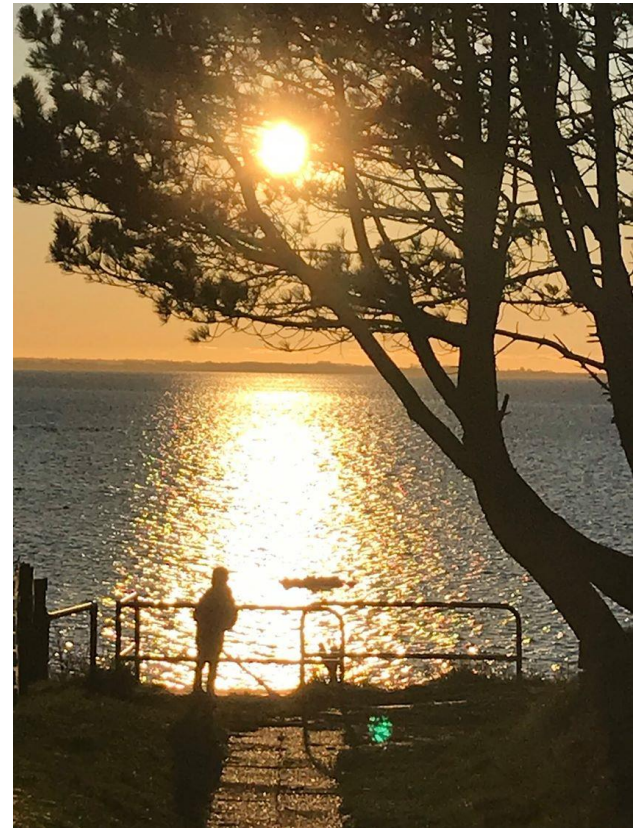
Scandinavian Business Culture

- Common features: Lutheranism, egalitarianism, linguistics (except Finland), history (either under Danish or Swedish rule), long tradition of regional cooperation (e.g. second oldest common labour market after Benelux)
- Long-term business relationships are preferred, and building them up is expected to take time
- Over-the-top sales speech and promises are not trusted and make a bad impression
- Always keep your promises, including deadlines; tell about problems immediately and honestly
- Management style generally quite egalitarian, which means that decision making will take time (though Finnish management culture is somewhat more authoritarian than others)
- The best way to get attention of purchasing responsible managers is an approach by another Scandinavian



Columdae: Work Local, Trade Global!

Why Italy?



Why ITALY?



- ✓ QUALITY
- ✓ FLEXIBILITY
- ✓ ITALIAN BRAND
- ✓ *PRICE*



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WORK LOCAL, TRADE GLOBAL!

THANKS FOR YOUR TIME!



COLUMDAE ApS
Claudio Pellegatta
Account Executive



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