

**Preliminary agenda of the seminar “Export to Sweden”
September, 23, 2016, Diplomatic Academy of Ukraine**

Focus on rules and regulations when exporting to Sweden and EU+ FTA+ Market information (the Swedish market, trends, distribution channels, customer’s preferences etc.). The export seminar will be divided into two parts, a common session from 9-12 and a two different sector specific sessions.

08.30-09.00: Registration and coffee.

09.00-09.30: Opening remarks (Swedish diplomat+ representative from the Ministry)

09.30-10.00: How can Open Trade Gate Sweden support you? Nesli Almufti

10.00-10.30: Sweden as a market for exporters in Ukraine. General information about the Swedish market, how to do business with Sweden, consumer behaviour, trends etc. Börje Risinggård, Market Expert.

10.30-11.00: Coffee break & light snacks

In-depth sector specific discussions. Companies to be divided in two groups: (parallel sessions)

11.00 – 12.30: In-depth discussion on light manufacturing sector i.e. textile, garments and handicraft.

- Information on market specifics, distributions channels, major players etc. Börje Risinggård, Market Expert;

- Requirements and procedures for exporting textile and handicraft to Sweden/EU. Nesli Almufti, Trade Policy Adviser, National Board of Trade.

11.00-12.30: In-depth discussion on food products, fresh and processed.

- Requirements and procedures for exporting food products to Sweden/EU. Nesli Almufti, Trade Policy Adviser, National Board of Trade;

- Information on market specifics, distributions channels, major players etc. Börje Risinggård, Market Expert.

12.30-13.30: Lunch break

13:30 – 15:30: One-to-one discussions with Speakers

Possibility to discuss your specific products with representatives from the Swedish National Board of Trade and the market expert.