



# Swedish capabilities and footprint in Thailand

MEETING WITH THE FEDERATION OF THAI INDUSTRIES

Business Sweden Bangkok

21 December 2023





# Sweden is a strong partner for green transition, innovation and digitalization

## SWEDEN'S GLOBAL RANKING

**#1**

Global Sustainable  
Competitiveness Index  
2023

**#2**

Global Innovation Index  
2023

**#7**

Global Digital  
Competitive-ness Index  
2023

## UNDERLYING REASONS FOR THE RANK

### VALUES/ HOW WE ACT

- Low levels of corruption and high transparency
- Swedish model that elevates fairness, inclusiveness, environmental-consciousness and technological sophistication
- A general Sustainability awareness in the society
- Triple helix approach that emphasizes the collaboration between the public and private sector as well as academia

### SUSTAINABLE INNOVATIONS

- Swedish companies generally have high ambitions to pursue sustainable business
- Long tradition and high level of innovation

“

Sweden is a small country with a large voice. Sweden needs to become an even larger influencer for the global climate.

Larry Fink  
CEO, Blackrock

”



# Sweden has a strong industry base and leading, global companies in several ecosystems creating innovation in new tech and sustainable solutions



- Europe's **lowest energy cost** and 99,9% grid **stability**
- Leaders in **renewable energy generation** and excess heat electricity
- World-leader in **electrification**, HVDC line and substations
- Strong growth in **wind farms**



- Giants behind the **automotive innovation** cluster in sustainable and smart mobility solutions
- **E-mobility** and **e-highways**
- Frontrunners in **biofuels** and **alternative fuels**
- Strong players in modern **airport** and **maritime** solutions



- Long term, stable **growth** in industrial capacity and export
- Global leaders as frontrunners in **automation** and **sustainable production**
- Drivers of **innovation** with 75% of business R&D in industry sector
- Programs to drive **zero CO2** emissions



- 90% of European **iron ore** production
- Strong **innovation** programs (SUMS, PIMM) in deep mine technology
- World's 3rd largest exporter of **pulp, paper** and sawed **timber**
- Leaders in **bio-innovation, forest management** and **sustainability**



- Frontrunners in **food tech** and **circular food production**
- Leading retail companies in **sustainability**
- **Innovation hubs** within circular textiles
- **Test bed** for innovation and digitalization



- **R&D excellence** with >100 National Quality Registries open for research
- Unique access and quality of **health care data**
- Europe's largest and fastest **growing e-health** companies
- Ranks in global top in **ATMP**, i.e. gene, cell & tissue therapy



- One of the most innovative **5G** countries with strong industry/academia collaborations
- **#1 in broadband** and **#3 in FTTH** penetration in EU
- Strong connectivity, sustainable power supply and AI research enable **data-center** efficiency



# More than 100 Swedish and Sweden-affiliated companies are present in Thailand today

## Manufacturing



## Transport and Telecom



## Healthcare



## Energy And Environment



## Retail



## Others



And Business Sweden in Thailand is constantly **supporting Swedish companies in expanding and accelerate growth in Thailand**

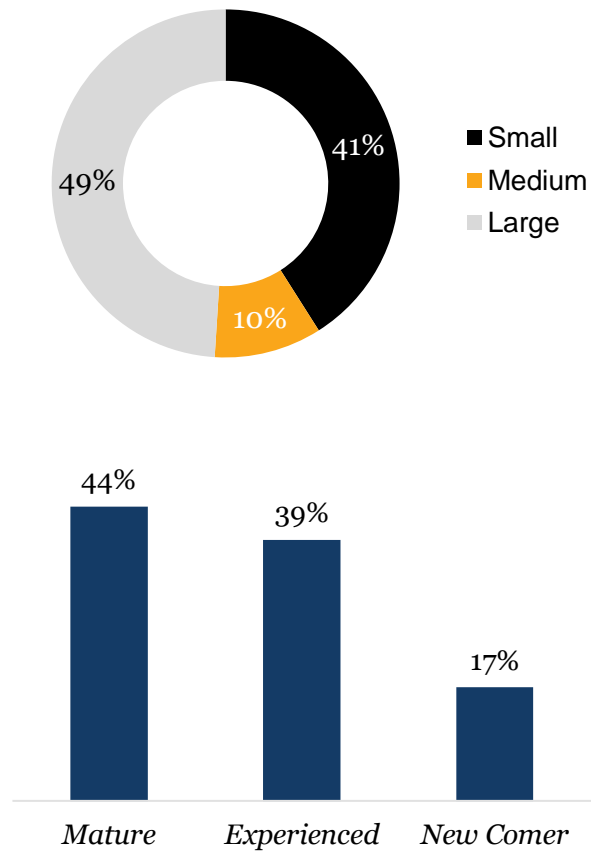
*In addition to a lucrative domestic market, Thailand is also geographically located strategically in the middle of Asia and **serves as an important hub for the entire region***

Source: Embassy of Sweden in Bangkok Note: indicates that the company have a factory and/or assembly in Thailand



# Almost half of all the Swedish companies present in Thailand have a turnover of +51 MUSD

Today, around **100 Swedish companies** are present in Thailand



## 49%

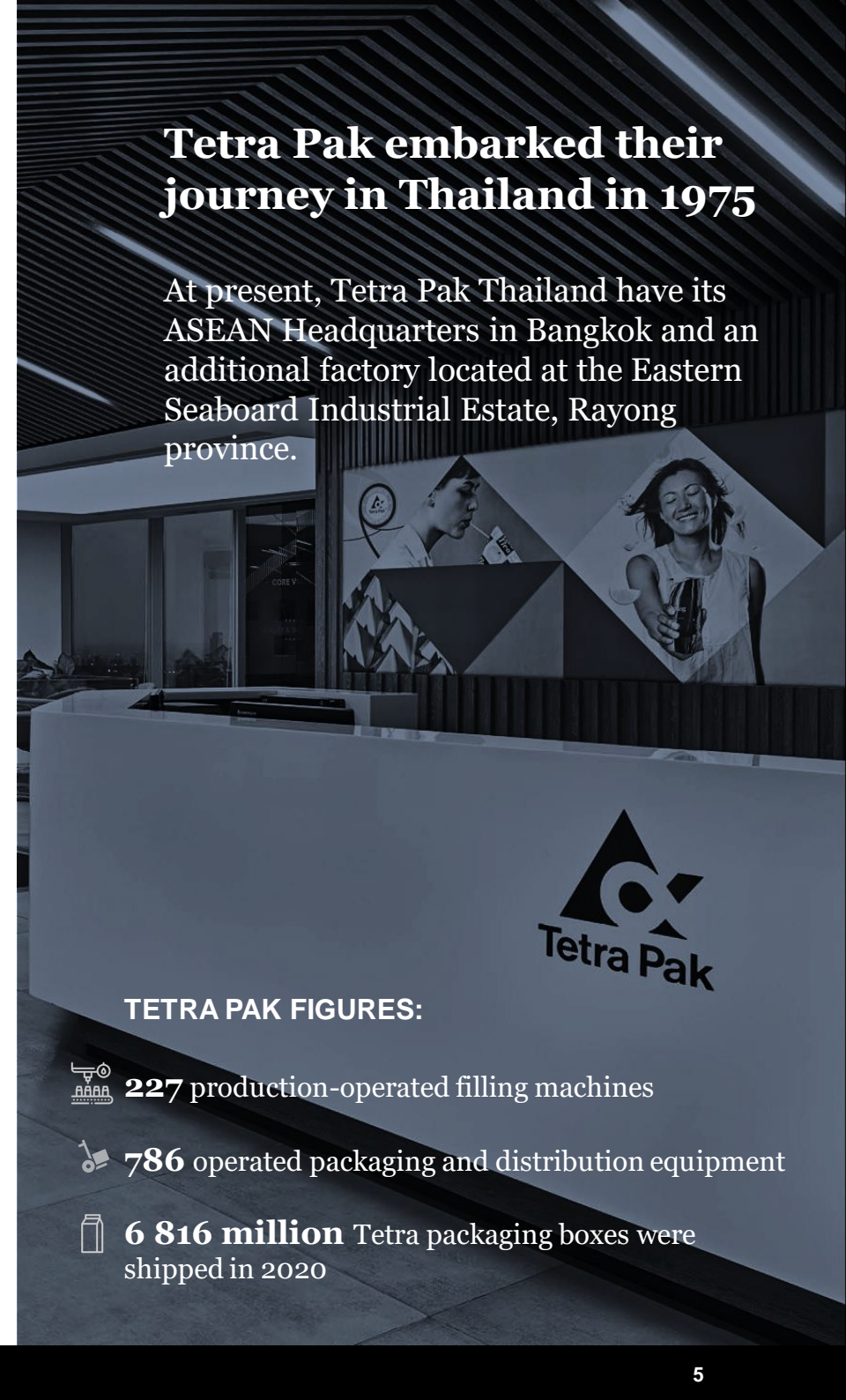
of Swedish companies present in Thailand are large companies valued more than 51 M USD

**Mature companies established in Thailand prior to year 2001 represents as the largest group**, followed by experienced companies (established 2001 – 2015) and newcomers (established 2016 onwards) at 39% and 17%, respectively.

Note: Small (0 -10 M USD), Medium (11-50 M USD), Large (+51 M USD)  
Source: Business Climate Survey for Swedish Companies in Thailand 2023, Tetra Pak (Thailand) Co., Ltd.

## Tetra Pak embarked their journey in Thailand in 1975

At present, Tetra Pak Thailand have its ASEAN Headquarters in Bangkok and an additional factory located at the Eastern Seaboard Industrial Estate, Rayong province.

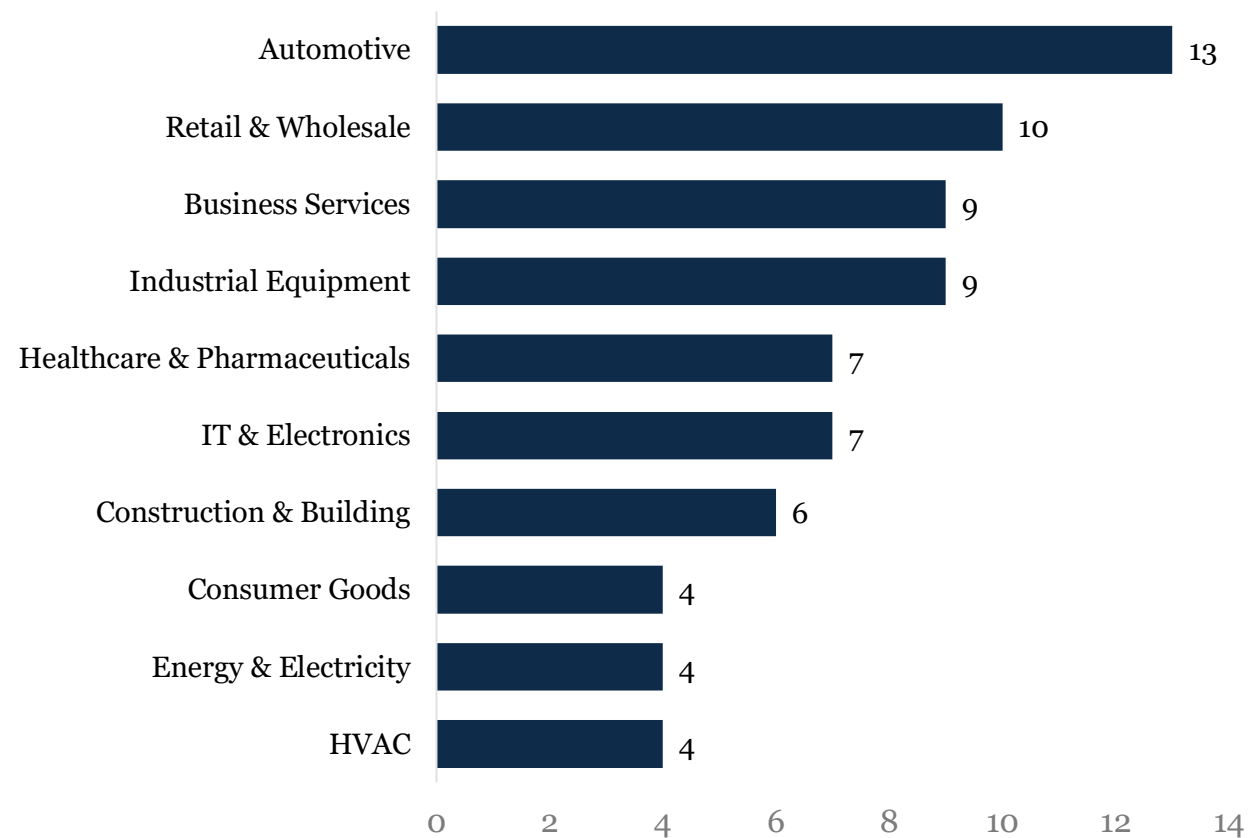


### TETRA PAK FIGURES:

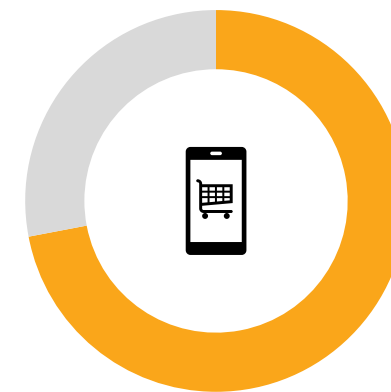
- 227** production-operated filling machines
- 786** operated packaging and distribution equipment
- 6 816 million** Tetra packaging boxes were shipped in 2020

# The Swedish business ecosystem in Thailand is diverse with an emphasize on Automotive and Retail & Wholesale

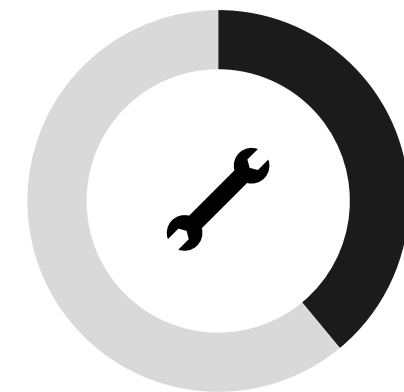
What is your company's main industry in Thailand?  
(in %)



What operations do you carry out in Thailand?



**72%**  
Marketing & Sales



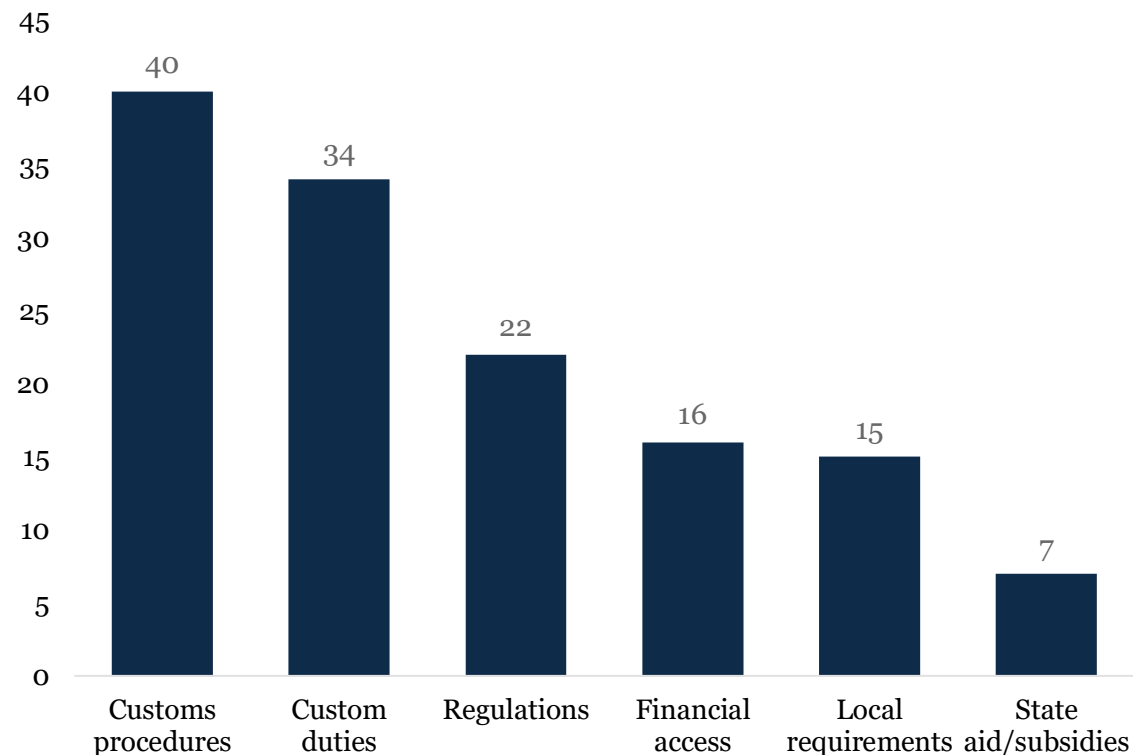
**39%**  
After-Sales Support

**Marketing & sales and After-Sales Support are the most common operations conducted by Swedish companies in Thailand.**

Provision of Services (33%), Manufacturing & Assembly (23%), R&D (16%) and Sourcing & Trading (14%) are the following biggest areas of operations among Swedish companies

# Customs regulations and duties together with opaque regulations and limited access to financing are the main challenges for Swedish companies in Thailand

Has your company in the past year encountered trade barriers in Thailand with a noticeably negative impact on operations, in any of the following areas?  
(in %)



## Key Challenges



Customs

**74%** of the surveyed companies have had their businesses negatively **impacted by the Thai customs**



Bureaucracy

**22%** of the surveyed companies experience challenges with the **local regulations caused mainly by bureaucracy and lack of transparency**



Financial Access

**16%** of the surveyed companies state the **lack off financial access in Thailand** has negatively impacted they business on the market



# Sweden newly adopted strategy for Trade, Investment and Global Competitiveness to focus on green transition, innovation and digitalisation

## SWEDEN'S FOCUS AREAS FOR COLLABORATION WITH STRATEGIC PARTNER COUNTRIES

### Green transition

Sweden is home to a large industry base of leading multinationals across a diverse array of industries providing leading technologies and solutions for emission reduction, energy efficiency and renewable energy generation

### Science & technology

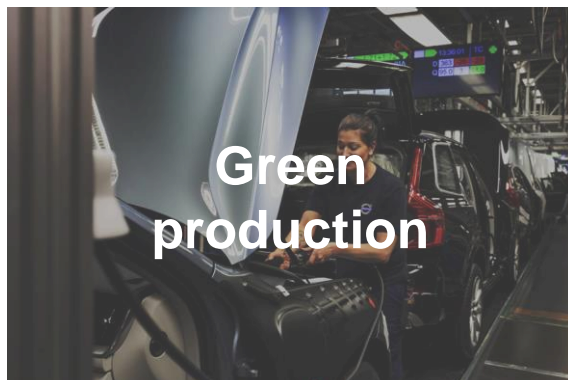
Sweden is an innovation leader with a highly skilled workforce conducting groundbreaking R&D through well-established innovation and collaboration platforms including clusters, testbeds, data centers and leading universities

### Productivity, digitalization and emerging resources

Sweden has the highest manufacturing productivity in Europe and a rapid adaptation of new digital technologies within the base industries and the society overall. All backed by the abundant natural resources and carbon neutral energy at a low cost



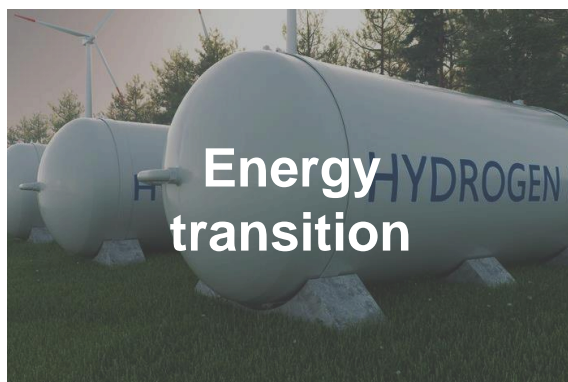
# Pioneer the possible: Key Team Sweden initiative for 2024 to promote green transition in Thailand



Promote solutions addressing sustainable production incl. energy efficiency, automation and circularity are in growing demand driven with more stringent rules and regulations for exporting entities



There is a growing demand for electric buses and sustainable public transportation solutions in Thailand's urban areas and this as well as EV infrastructure is being addressed in Thailand



Approximately 15% of Thailand's energy is created from renewable sources, though the government aims to increase this total to 50% by 2037, creating opportunities for new power generation projects based on hydrogen, floating solar panels, biomass etc.



# Pioneer the possible Thailand 2024





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