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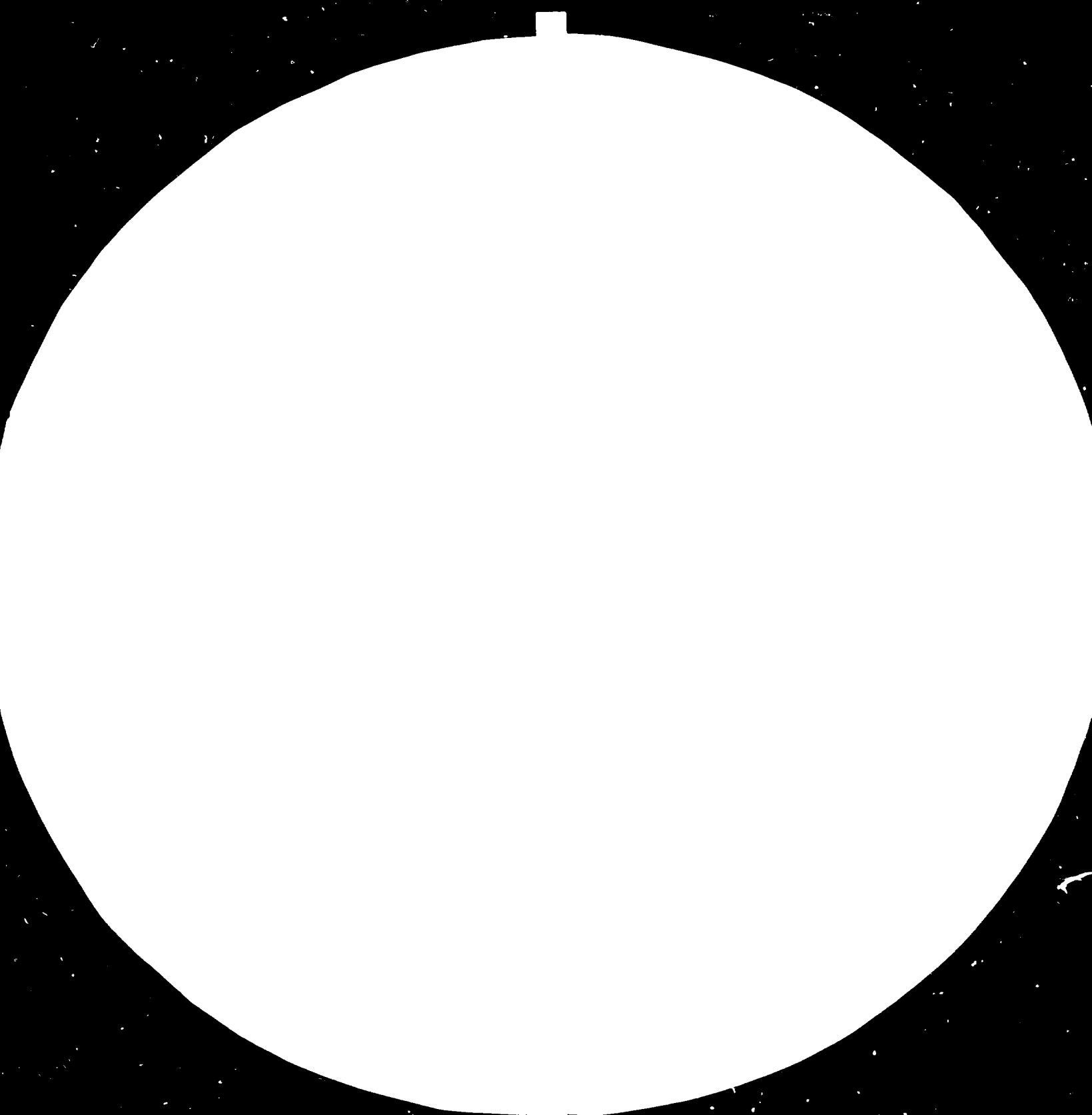
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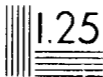


1.0 25

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SURVEY OF THE SWEDISH EXPORT INDUSTRY'S INTEREST
IN JOINT ACTIVITIES WITH UNIDO AIMED AT THE
INDUSTRIALIZATION OF DEVELOPING COUNTRIES

Stockholm, Sweden, February 22, 1984

AIB Council and Executive
London, England

TABLE OF CONTENTS

Report		1
Governmental org.	Appendix 1 - 7	2
Pharm. Industry	Appendix 8 - 14	3
Agro Industry	Appendix 15 - 20	4
Industrial Eng.	Appendix 21 - 22	5
Addresses	Appendix 23	

Note: "Appendices 1 - 23 not attached. Available on request from NGO Section.

SURVEY OF THE SWEDISH EXPORT INDUSTRY'S INTEREST
IN JOINT ACTIVITIES WITH UNIDO AIMED AT THE
INDUSTRIALIZATION OF DEVELOPING COUNTRIES

1. Introduction

The objective of this particular study is to survey and define the interest of the Swedish export industry, within certain technical sectors, in joint activities with UNIDO, aimed at the industrialization of developing countries.

As guidelines for future co-operation between Swedish export industry and UNIDO and in order to facilitate and implement economical support or financing of specific projects and/or joint activities, it is of great importance to describe, very briefly, the main feature of the organization of the Swedish export industry and the Swedish policy of international development co-operation.

1.1 The Swedish Export Industry

The picture of the Swedish Export Industry, private as well as public, is very complex and difficult to survey. The most comprehensive export effort is done by the private industrial enterprises by themselves within their own export programmes and marketing plans.

Export efforts are also done by public organizations, counselling companies, trading companies, chambers of commerce, regional development funds, banks, etc.

During the 1970's the governmental efforts in promoting export activities have increased considerably and a certain export organization was established in 1972, the Swedish Export Trade Council. The Swedish Export Trade Council is the central organization for the planning, coordination, marketing and implementation of export business for Swedish companies, see Appendix 1.

1.2 The Swedish International Development Co-operation

The objectives of Swedish development co-operation is laid down by the Swedish Parliament. The Minister for Foreign Affairs is responsible for the international development programme. Swedish development co-operation reaches developing countries via several channels - directly allocated to selected countries, bilateral programmes and multilateral assistance - SIDA, BITS, SWEDFINN, etc. See Appendix 2.

1.3 How to finance business with Sweden

The Swedish export companies can, of course, finance activities and certain projects by themselves and/or together with their commercial banks and/or international and national, financial institutes.

The Swedish Government will, under certain circumstances, grant aid to Swedish companies interested in engaging in export business.

This aid can be granted in the form of:

- subsidized export credits
- export credit insurances
- special credits for developing countries

See Appendix 3.

2. Preparatory discussions

2.1 Ministries

The Ministry of Foreign Affairs, Trade Department
The Ministry of Industry, International Department

In order to examine the Swedish interest and to promote future joint activities between Swedish Export companies and UNIDO, contact has been taken with officials from the Ministry of Foreign Affairs, Trade Department, Mr Bengt Sparre and the Ministry of Industry, International Department, Mr Richard Bouveng.

After my presentation of the ideas of proposed joint activities they both expressed theirs and Sweden's positive attitude towards such activities. Mr Bengt Sparre and Mr Richard Bouveng are board members of The Committee for International Co-operation on Pharmaceuticals respectively the Swedish Commission for Technical Co-operation and UNIDO.

However, both emphasized the importance of that the Swedish Export companies as well as UNIDO have to come up with well defined project ideas (like seminars, workshops, etc.) and to elaborate project proposals. In principal, they were willing to promote and support such activities. Mr Bengt Sparre suggested that it would be feasible to arrange an official meeting between UNIDO and certain export company groups for further discussions during some days in Stockholm.

Mr Bengt Sparre also suggested that the Under-secretary of State, the Ministry of Foreign Affairs, Trade Department, should host such a meeting.

2.2 Governmental institutions

2.2.1 Swedish Trade Council

Mr Bengt Lundgren, Director, Department of Project Co-operation
Mr Stig Cedermarck, Manager, Department of Export Groups

For information, see Appendix 4.

2.2.2 SEEDFUND

Mr Sven Öhlund, General Manager

For information, see Appendix 5.

2.2.3 BITS

Mr Ingvar Karlén, Director

For information, see Appendix 6.

During preparatory and promoting discussions with the representatives of the above mentioned organizations, they all expressed their positive attitude towards joint activities with UNIDO. However, they emphasized, when considering some financial support, that each proposed project or activity has to be evaluated within the rules and priorities of the concerned export companies and the organizations before a possible positive decision of support. They were also positive to attend a possible meeting in Stockholm with representatives from UNIDO and the Swedish industry.

2.3 Energy

Mrs Karin Wohlin, Head of section, Industry Division, SIDA

Mrs Wohlin pointed out that the resources of SIDA within the field of energy saving are very limited, but she said that there is a great need of discussion and dissemination of information in this field, which makes seminars and workshops very important.

The future amount of a special energy fund at SIDA will hopefully be sufficient to co-sponsor an international seminar, for instance on energy saving, together with UNIDO, BITS and the Swedish Energy Industry and consultants.

Other possible subjects, which could be of interest, are training courses in national energy planning, alternative energy sources, etc. However, these ideas have to be worked out more in detail. The question of how to proceed is still unanswered.

In order to find subjects of mutual interest it could be feasible to confine the discussion during a meeting in Stockholm.

2.4 Food processing industry

Mr Peter Lange, General secretary, FORTREC SWEDEN, The Forestry Technology Group

Mr Lange expressed a preliminary interest in the group and suggested a meeting in Stockholm between representatives of UNIDO and representatives of the group member companies, where possible joint activities could be discussed.

For information on FORTREC, see Appendix 7.

At this stage he did not want to go further.

2.5 Pharmaceutical Industry

2.5.1 Mr Rolf Dahlström, Director, The Committee for International Co-operation on Pharmaceuticals

Mr Dahlström expressed his interest in joint activities with UNIDO. He promised that this interesting approach will be discussed during the next board meeting in the end of February.

The policy of the Committee, see Appendix 8.

2.5.2 Mr Rune Casslén, Managing Director, The Association of the Swedish Pharmaceutical Industry, LIF

Mr Casslén was very open to further discussions. He also proposed a meeting in Stockholm together with UNIDO and the companies of the association.

For a short presentation of LIF, see Appendix 9.

At this stage he found it very difficult to define certain joint activities without further detailed discussions between UNIDO and member companies.

2.5.3 Swedrug Consulting AB

Mr Staffan Sjölin, President, is interested in joint activities and further discussions within the following sectors:

- a) Education and training
- b) Mobile pharmaceutical plants (turn-key modules)
- c) Information systems

and in the following areas:

- a) Middle East
- b) Africa
- c) Ecuador, Peru and Central America

For information, see Appendix 10, 11, 12 and 13

2.5.4 Pharmacia

Mr John Rönmark, Director, expressed his personal interest in joint activities, but Pharmacia has had, for some years, a very low activity towards developing countries. Mr Rönmark is going to examine the present interest in the company. Perhaps, Pharmacia will include the developing countries in their marketing planning. Mr Rönmark will inform me later on. However, he would like to participate in a meeting with UNIDO for further discussions.

2.5.5 Astra Development

Mr Råre Gyllvik, Managing Director, told me that they have many on-going projects, for instance in China and Kuwait. They are open to further detailed discussions with UNIDO. In general, they are positive to technology transferring projects.

For information on Astra Development, see Appendix 14.

2.6 Agro Industry

2.6.1 SAPP - Swedish Agro Projects

Mr Karl-Olov Larsson, Managing Director, is positive to joint activities, but told me that it is very difficult to know the immediate interest of each group member. He suggested three possible ways of informing the members:

- a) UNIDO could be invited to attend the big meeting with all the members on the 20th of June in order to inform the members about possible joint activities.
- b) UNIDO could suggest possible activities to SAPP. SAPP could then forward the proposals to certain members within proposed technical sectors.
- c) The UNIDO consultant could directly get in touch with some of the bigger companies.

Mr K-O Larson promised to discuss these ideas during the next meeting with the steering committee.

For the activities of SAPP and the list of the member companies, see Appendix 15, 16, 17 and 18.

2.6.2 Swedish Farm Machinery

Mr Nils-Erik Olsson, Director of the Swedish Agricultural Machinery Association, LELA, is positive to further discussions with UNIDO and proposed me to attend the meeting of the steering committee in April in order to inform the group members.

He is also interested in having a meeting with UNIDO in Stockholm.

For further information on the member companies, see Appendix 19.

For information on the Swedish Fishery Group, see Appendix 20.

2.6.3 Alfa Laval AB

Mr Göran Libell, Marketing Director, Food and Dairy International, is positive to joint activities within the following technical sectors:

- a) Everything in the chain from integrated livestock breeding to marketing and distribution of finished products, particularly dairies and dairy produce.
- b) Integrated fruit and fruit juice projects, covering the entire chain of activities.
- c) Integrated fishery projects, covering the entire chain of activities.

2.7 Swedish Institute of Management, IFL

Mr Per-Jonas Eliasson, Director General, is very positive, but suggested that UNIDO should define proposals. He is very open to further constructive discussions with UNIDO. He informed me that they have on-going projects in China, Ecuador and Sweden.

Final

2.8 Industrial Engineering

2.8.1 LUNA AB

Mr Peder Blomberg, Marketing Manager, Luna International, is very interested in joint activities in the following sectors:

- a) Development of small scale industry
 - 1. mechanical workshops
 - 2. carpentry and joinery
 - 3. building and construction
- b)
 - 1. Delivery of containers for permanent or mobile use. The containers contain complete equipment for technical services, workshops, lubrications, offices, storages, accomodations, ablutions and kitchens
 - 2. Delivery of equipments
- c) Vocational training of manpower
 - 1. mechanical fields
 - 2. building and construction
 - 3. carpentry

He is also interested in further discussions with UNIDO in Stockholm.

For the activities of LUNA AB, see Appendix 21 and 22.

3. Conclusions and recommendations

First, I would like to conclude that the Ministry of Foreign Affairs, Trade Department, The Ministry of Industry, International Department and requested governmental organizations are positive to joint activities between UNIDO and the Swedish industry and will support further activities (after considering their policy, however).

All the requested companies and branch-organizations are also positive and interested. However, each company has to discuss these ideas internally within the company and in several cases within certain company groups. The idea of joint activities with UNIDO needs in many cases to be considered in detail, regarding type of activities, choice of countries, feasible mix of companies, marketing plans, the costs, governmental financial support, the probability of beneficial projects, deliveries, joint ventures, subcontracting, etc.

Some of the enterprises have given me some indications of their selected priorities (technical sector and geographical area) but most of the enterprises prefer to start with a dialogue with representatives of UNIDO.

Therefore, I believe, it would be feasible to arrange a series of meetings in Stockholm during some days in the autumn 1984 (after the vacation period of Sweden), for instance a first preparatory meeting followed by a number of meetings with a number of groups of companies.

In order to obtain good results during the discussions, I believe that it is of utmost importance that UNIDO already during the early spring prepares different activity proposals and sends them to the enterprises concerned. These activity proposals should be based and elaborated on the requests from the member countries concerning their needs, like joint ventures, manufacturing, assembly, feasibility studies etc. that are required in which region.

All the requested companies and organizations are positive to meeting representatives of UNIDO for constructive and detailed discussions in Stockholm about possible proposals of joint activities.

Addresses, see Appendix 23.

Additionally, the Ministry of Foreign Affairs, Trade Department proposes that the Under-secretary of State should attend a first preparatory meeting.

Also, representatives from semi-governmental and governmental organizations - Trade Export Council, SWEDFUND, BITS, SIDA and the Committee for International Co-operation on Pharmaceuticals are positive to attending such a preparatory meeting.

In order to find joint activities of real mutual interest I believe that it is of utmost importance to continue and maintain the discussions already begun and to be in communication with the Swedish enterprises up to the proposed meeting to be held in the autumn.

