



Big Potential for Swedish Companies

Swedish companies tend to overlook the potential of the ASEAN countries. In fact these countries are the second biggest trading market for Swedish Companies – only surpassed by China in Asia. This says Håkan Nylander, head of office at the recently established Swedish Trade Council in Bangkok.

By Annelene Højvang Larsen

Within this century Sweden has opened trade councils in several ASEAN countries in order to oblige to the many possibilities of Swedish companies. There's already Swedish Trade Councils in Malaysia, Singapore and Vietnam, and now there's also one in Thailand.

Preparations have been made for opening an office in Bangkok since May 2008. On September 1 2008 the Swedish Trade Council could finally move into their office at Anthene Tower, from where they'll be helping Swedish trade in ASEAN countries.

Håkan Nylander has previously worked as a project manager at the Trade Council in Malaysia for a year and a half and earlier as a manager with Accenture for eight years. He will use these experiences as head of office at the Swedish Trade Council in Bangkok.